ULY 27 1953 TECHNOLOGY DEPT. 35c PER COPY

BROADCASTING
TELEC IG

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Page 5

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nnounced Today
Page 72

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on Page 83

22ND year

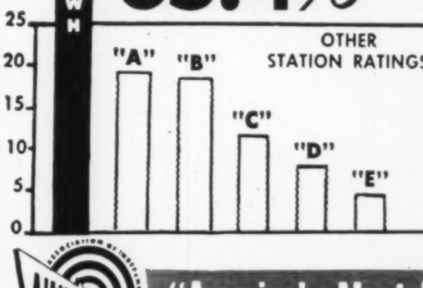
NEWSWEEKLY
RADIO AND TV

PUBLIC LIBRARY
JUL 27 1953
DETROIT

EXPOSE'!

A "Dick Trac e" wire recorder, concealed in a shoulder holster and ected to a tiny "wristwatch" microphone; a daring re er, KOWH newsman Don Loughnane . . . result: du nded proprietors of gambling and "after hours" i uning to KOWH to hear their own voices accep ets and serving illegal liquor!

It ws to the rest of the Omaha, Council Bluffs area, another reason **KOWH** captures and holds the **argest total audience** of any Omaha station, 8 A. M. to 6 P. M., Monday thru Saturday! No wonder KOWH has a Hooper that has **averaged 35.4%** for the **20-month period from October, 1951, to June, 1953!** Use "America's most listened-to independent station" for your next campaign!



Kowh
O M A H A

AIMS

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

Fables of the leopard and the hippo

ON GETTING THE FACTS

THE HIPPO: "I've roamed everywhere possible, but can't decide what's making all that ringing."

THE LEOPARD: "When stalking facts, sir, you'll find those close at hand are usually quite important."

WSB-TV	**Atlanta**
WBAL-TV	**Baltimore**
WFAA-TV	**Dallas**
WICU	**Erie**
KPRC-TV	**Houston**
KECA-TV	**Los Angeles**
KSTP-TV	**M'p'l's-St. Paul**
WSM-TV	**Nashville**
WABC-TV	**New York**
WTAR-TV	**Norfolk**
KMTV	**Omaha**
WENS	**Pittsburgh**
WOAI-TV	**San Antonio**
KFMB-TV	**San Diego**
KGO-TV	**San Francisco**
KOTV	**Tulsa**
KEDD	**Wichita**

THE MORAL:

Wily advertisers know, too, that facts which clinch decisions are often righ under their noses.

And more than often TV viewers also make decisions on the same basis Of what's happening just around the corner. On their **own** Main Street

Spot TV programs give them the facts. About local news, local weather, loca shopping hints.

That's one reason why they produce favorable buying decisions for sponsors brands. Easily, quickly.

You can get the facts about these seventeen leading stations' Spot TV program availabilities from any Petry office.

REPRESENTED BY

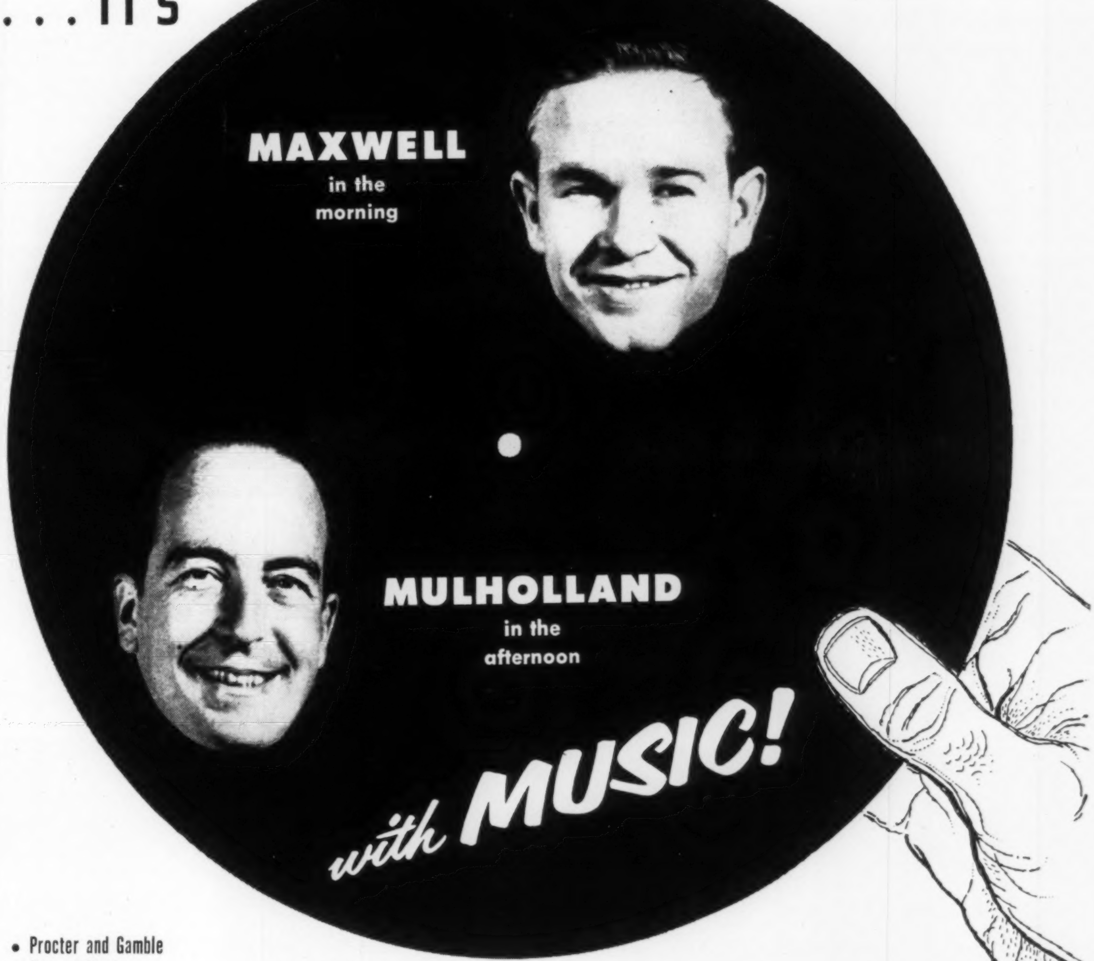
EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES

DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

N DETROIT

. . . IT'S



MAXWELL
in the
morning

MULHOLLAND
in the
afternoon

- Procter and Gamble
- General Foods
- Reynolds Tobacco
- Sterling Drug
- Coca Cola
- Hollinator
- Chevrolet Dealers of Detroit
- The Kroger Co.
- Troy Laundry
- Miller Jewelers
- Monsanto Chemical
- Minute Maid
- Glendale Provision Co.
- Lewyt Vacuum Cleaner
- Michigan Bell Telephone
- Serutan
- Junket
- Eastern Airlines
- Shulton, Inc. (Old Spice)
- Bayer Aspirin
- New York Central Railroad
- Quaker Oats (Aunt Jemima)

In the motor city, music fans play favorites. Best of all local DJ's, they like Bob Maxwell and Ross Mulholland, who play their favorite music on their favorite station . . . WWJ. Top audience ratings prove it. Top advertiser demand substantiates it. Glance at the list of current spot announcement advertisers—*most selective in the nation and in the market*—then check your Hollingbery man, for facts and figures.

WWJ AM-FM

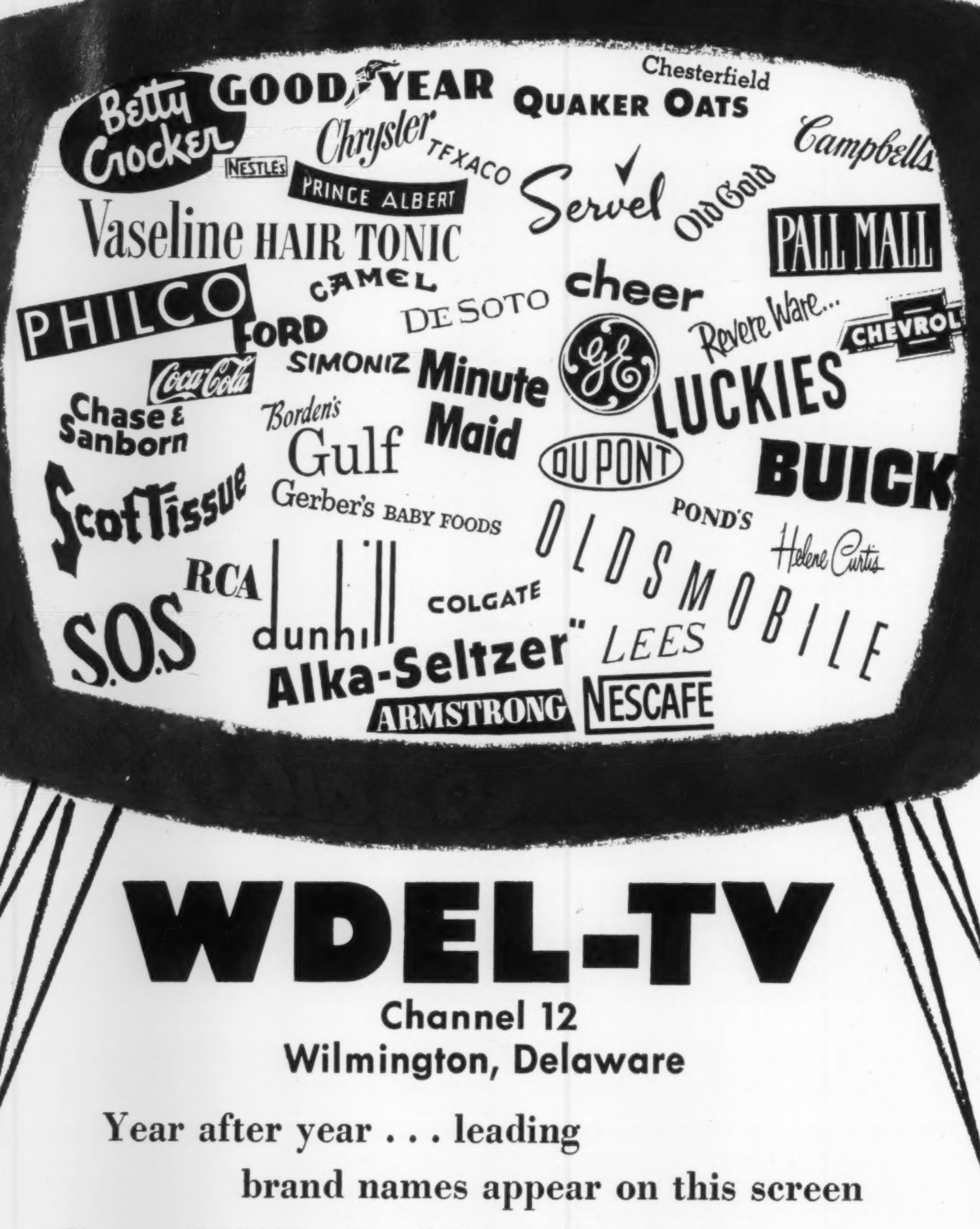
Associate Television Station WWJ-TV

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

Basic NBC Affiliate

THE WORLD'S FIRST RADIO STATION *Owned and Operated by*
THE DETROIT NEWS • *National Representatives:* **THE GEO. P. HOLLINGBERY COMPANY**

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.


Betty Crocker
GOODYEAR
Chesterfield
QUAKER OATS
Chrysler
TEXACO
NESTLE'S
PRINCE ALBERT
Servel
Old Gold
Campbell's
Vaseline HAIR TONIC
PALL MALL
CAMEL
PHILCO
FORD
DE SOTO
cheer
Revere Ware...
CHEVROLET
Coca-Cola
SIMONIZ
Minute Maid
GE
LUCKIES
Chase & Sanborn
Borden's
Gulf
DU PONT
BUICK
Scot Tissue
Gerber's BABY FOODS
OLDSMOBILE
POND'S
Helene Curtis
RCA
dunhill
COLGATE
S.O.S
Alka-Seltzer
LEES
ARMSTRONG
NESCAFE

WDEL-TV

Channel 12
Wilmington, Delaware

Year after year . . . leading brand names appear on this screen

The reason: WDEL-TV sells profitably. That's why so many national and local advertisers use it consistently. They have found that the WDEL-TV market is responsive—$1,533,373,000 effective yearly net buying income. Vital, diversified local programming and top NBC network shows attract listeners and hold them in WDEL-TV's large, rich area—Delaware, parts of New Jersey, Maryland and Pennsylvania. Follow the example of leading advertisers, *buy WDEL-TV.*

WDEL
AM TV FM
A Steinman Station

Represented by **MEEKER**

New York · Chicago · Los Angeles · San Francisco

NBC
TV-AFFILIATE

closed circuit®

WHO WILL succeed Frank White as president of NBC? That was question asked after Friday report that he would relinquish post for reasons of health, with announcement to come at Chicago today (Monday) at NBC affiliates meeting. Immediate prospect is "no one" and that Brig. Gen. David Sarnoff, RCA-NBC chairman and chief executive officer of NBC, will continue to direct policy and operations until permanent organization is effected.

★ ★ ★

HELL BENT for balancing Federal budget, Administration has instructed all agencies to evolve means of defraying substantial portions of their overhead through license fees. At FCC, for example, thought is being given to schedule of fees for permits, licenses, etc., to be paid through documentary stamps, purchased through Post Office Dept. Example: Application for renewal of radio or TV station license might run $6 or $10 in special stamps; amateur licenses may be $1 or $2, etc. Rule-making hearings will be called within few weeks.

★ ★ ★

IT WAS touch and go again last week on FCC vacancy, with confusion compounded. One report had Charles Garland, KOOL Phoenix, offered secretaryship rather than Paul Walker vacancy which, it's understood, he flatly turned down. Another had Midwesterner slated for commissionership. Score at weekend: Garland, Robert J. Dean (KOTA Rapid City) still in running; J. Paull Marshall (Washington-Maryland attorney) dark horse; Paul Hawkins, 40-year-old Nebraska attorney, outside runner. Only thing certain was that something has to break soon with pressures at White House and Republican Committee reaching highest pitch.

★ ★ ★

TUG OF WAR on Senate ratification of NARBA agreement covering multilateral use of standard broadcast band by North American nations may run right up to expected mid-August adjournment. FCC Chmn. Hyde, backed by State Dept. and numerous broadcasters, including networks, favors ratification; clear channel group is battling for defeat on ground rural service will suffer. There's whispered report that FCC will move for "full utilization" of clears if there's no treaty and that would mean duplicated operation. FCC argues 14 of present 24 clears have "unauthorized" Cuban stations on their backs and that situation would improve through treaty. Clear channels won't buy this.

★ ★ ★

BEING talked up in Senate is throw-back to 1938 when clear channel fight was at white heat. Former Sen. Burton K. Wheeler (D-Mont.) who advocated clear channel breakdown, authored resolution declaring it sense of Senate that there should be no power authorized by FCC in excess of 50,000 watts. Although resolution was not legally binding, FCC nevertheless, did not consider applications for that power. Both FCC and clear channels oppose move as placing artificial barrier on power whereas other NARBA countries have no restrictions.

★ ★ ★

IT APPEARS cold now, but NBC was making overtures to get Kevin Sweeney, BAB vice president and veteran salesman, to head "sales task force" for radio before split-up of NBC radio and TV sales, programming, and promotion activities was announced [B•T, July 20]. Deal failed to jell and it is understood has not been revived since decision on divorcement policy was made public.

★ ★ ★

NEW "OUTSTANDING" candidate for FCC general counselship is Ulric Bonewell Phillips, 6-foot-8 attorney in Claims Division of Dept. of Justice. Reportedly having backing of Attorney General Brownell, Mr. Phillips is native of Connecticut but now resides in Maryland. He was with FCC for short period in 1942, graduated from Yale in 1937, and is son of Yale professor.

★ ★ ★

FRANK M. FOLSOM, RCA president, returns to his office today (Monday). He had been away several weeks recuperating from minor surgery, with everything turning out well.

★ ★ ★

IT'S unofficial, but FCC is setting up color TV task force. Staffers reported slated for "color committee": Curtis B. Plummer, Broadcast Bureau chief; Edward W. Allen, chief engineer; Arthur Scheiner, Rules & Standards Div. chief; Edward W. Chapin, FCC Lab. Div. chief; Hyman H. Goldin, Economics Div. chief; Hart S. Cowperthwait, Technical Branch chief, TV Facilities Div.; Herbert M. Schulkind, Rules & Standards attorney.

★ ★ ★

THEY'RE HOPING for action at this session of Congress on amendment of Sec. 309 (c) permitting protests against FCC grants on grounds of purported economic injury. Rep. William L. Springer (R-Ill.) spearheading move, particularly since provision slows down authorization of new TV stations and since there's no known opposition. Whether it can be whipped through prior to mid-August adjournment is question.

★ ★ ★

OPERATING noncommercial-educational TV stations will not count in making up new city priority lists under revised processing procedure to become effective Aug. 24 (story page 54), according to FCC spokesmen. Rules revision specifies city lists will count only local on-the-air outlets licensed "for regular commercial operation" or under STA for such operation.

★ ★ ★

THAT UHF drive for WVEC-TV Hampton-Norfolk will rival campaign in behalf of KPTV (TV) Portland, first uhf operation to hit air, evidenced in activities during past fortnight. It's reported that $150,000 promotional campaign is being put behind new Ch. 15 NBC outlet replacing WTAR-TV, which switches to CBS-TV this September.

IN THIS ISSUE

LEAD STORY

Results of Politz depth study of radio in TV areas prove penetration of radio as it has never been shown before. Radio emerges as indispensable medium. *Page 31.*

COLOR TELEVISION

Compatible color is ready for the green light, and nothing seems to be in its way. NTSC files formal petition for FCC approval of its compatible color standards, slightly different from those submitted earlier by RCA-NBC. And RCA-NBC amends its petition to correspond with NTSC. CBS, whose own system seems sure to be superseded, announces it will seek FCC permission to telecast compatible color on NTSC standards beginning in mid-September. Commission will call meeting this week to set pattern of color hearings. Coverage begins on *Page 33.*

FACTS & FIGURES

Salary average in radio-TV is second highest of any U. S. industry, according to U.S. Dept. of Commerce report. *Page 44.*

GOVERNMENT

Station Representatives Assn. asks FCC to reopen investigation into network "invasion" of national spot field in both radio and TV. *Page 54.*

Congress, in the homestretch, steps up legislative activities in radio and television. For roundup of legislative news see *Pages 58, 60, 61.*

STATIONS

WATO Oak Ridge, Tenn., will make broadcast using atomic power. *Page 70.*

NETWORKS

Frank White will tell NBC affiliates today he has resigned as president of the network. No successor is immediately in the offing. *Page 72.*

FEATURES

Remodeling the "man in the street" broadcast. *Page 85.*

Merchandising: A plea for more of it from Kenyon & Eckhardt and a policy statement by B•T. *Page 86.*

Now a Dayton department store uses TV profitably. *Page 90.*

A price war taught this refinery the value of radio. *Page 92.*

Why McCann-Erickson is bullish about radio. *Page 94.*

UPCOMING

July 27: NBC Radio Affiliates Organizational Meeting, Drake Hotel, Chicago.

Aug. 3-21: Third Summer TV Workshop, Michigan State College, East Lansing.

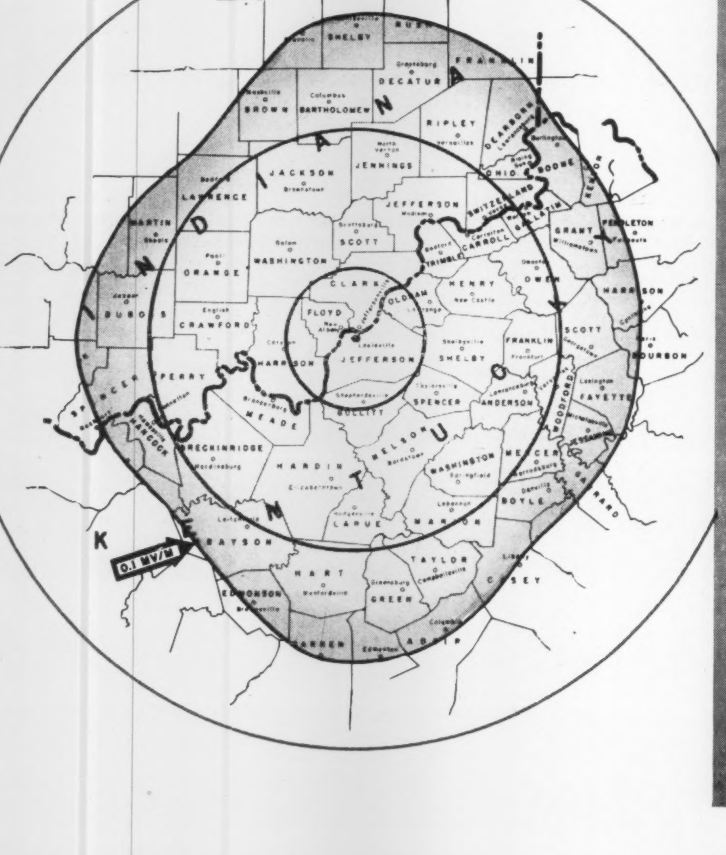
Aug. 10-12: Radio Parts & Equipment Shows Board Meeting, Dixville Notch, N. H.

Aug. 19-21: Western Electronic Show & Convention, Civic Auditorium, San Francisco.

(For other Upcomings, see page 121)

WHAS-TV's G-E 20 KW AMPLIFIER BLANKETS MARKET WITH

Reliability... Power


I N D I A N A
K E N T U C K Y
0.1 MV/M
SHELBY
DECATUR
BROWN
BARTHOLOMEW
RIPLEY
JACKSON
JENNINGS
LAWRENCE
JEFFERSON
MARTIN
WASHINGTON
SCOTT
ORANGE
CLARK
FLOYD
OLDHAM
HENRY
CRAWFORD
JEFFERSON
SHELBY
FRANKLIN
SCOTT
HARRISON
PERRY
MEADE
BULLITT
SPENCER
ANDERSON
BRECKINRIDGE
HARDIN
NELSON
WASHINGTON
MERCER
BOYLE
LARUE
MARION
GRAYSON
HART
TAYLOR
GREEN
EDMONSON
BARREN
ADAIR
CARROLL
TRIMBLE
GALLATIN
GRANT
OWEN
BOONE
OHIO
DEARBORN
SWITZERLAND
DUBOIS
HANCOCK
BOURBON
FAYETTE
WOODFORD
PENDLETON

WHAS-TV, Louisville, Ky.—America's first 316,000 watt TV station employs a General Electric 20 KW High Channel Television Amplifier. Station WHAS-TV believed in the *reliability* of G-E equipment to the point where it exceeded rated factors of this equipment to accomplish successfully the station's *power* objective. The actual, field-measured coverage of WHAS-TV appears to the left.

* * *

"Congratulations to General Electric for the outstanding engineering design of their 20 KW VHF amplifier.

"The considerations given to basic telecasting needs plus the most cooperative assistance of the TV transmitter engineering staff at Syracuse, permitted us to work out a modification resulting in WHAS-TV being the first television station in the United States capable of 316,000 watts ERP. After 5 months of service, this equipment has more than fulfilled our expectations for reliability and ease of operation."

Orrin Towner

Chief Engineer
Station WHAS-TV, Louisville, Ky.

IF YOU want your station to saturate an entire market area—like Station WHAS-TV, Louisville, Ky., is doing—then you know you must have outstanding transmitter performance *plus* power! These are recognized qualities of General Electric equipment! You've got to be careful in your selection of a transmitter and you've got to have complete confidence in its operation. Broadcasters throughout the country who use G-E equipment will tell you they have the utmost confidence in the "proved-in-operation" reliability and power capability of this equipment!

Design Features of a G-E 20 KW High Channel TV Amplifier

Completely air-cooled: External blowers assure quiet operation.

Compact: Readily adaptable to limited space requirements.

Simplified Control and Power Circuits: One high voltage power supply.

Economical: Independent unit. Conservative tube and component operation. Use at full or reduced power.

Accessible: Quick tube change. Built-in sweep generator for easy circuit alignment.

General Electric Company, Section 273-27,
Electronics Park, Syracuse, N. Y.

Your Present or Future
TRANSMITTER

LEFT: Visual cubicle for General Electric's 20 KW Amplifier.

RIGHT: Aural cubicle for General Electric's 20 KW Amplifier.

You can put your confidence in—

GENERAL ELECTRIC

XUM

Things have changed in ARKANSAS, too!

If you still think of Arkansas in terms of mountain cabins and kerosene lamps, take another look! Arkansas has made almost unbelievable progress in the last decade—retail sales, for example, are **276.9% ahead of ten years ago*!**

There's a bright new star on the Arkansas radio horizon, too—it's 50,000-watt KTHS in Little Rock, now CBS, and the only Class 1-B Clear Channel station in the State. KTHS gives **primary** daytime coverage of 1,002,758 people —more than 100,000 of whom depend on KTHS exclusively for primary daytime service. Interference-free secondary daytime coverage exceeds 3¼ million people, and includes practically all of Arkansas!

Get all the big KTHS facts, **now.** Write direct or ask your Branham man.

---

* Sales Management figures.

50,000 Watts . . . CBS Radio

Represented by The Branham Co.
Under Same Management As KWKH, Shreveport
Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

◆

KTHS

BROADCASTING FROM
LITTLE ROCK, ARKANSAS

at deadline

CBS Equips Three Stations for NTSC Color

CBS-OWNED TV stations WCBS-TV N. Y., WBBM-TV Chicago and KNXT (TV) Hollywood are being equipped to broadcast NTSC color programs which network plans to start feeding about Sept. 15, at cost in excess of $25,000 per station, William B. Lodge, CBS Television engineering vice president, said Friday (see earlier story on network color plans, page 34). CBS-TV affiliates receiving programs entirely by microwave from originating point will get "fair approximation" of NTSC color, Mr. Lodge said, although without color monitors, generally unavailable until next year, observations on signal quality will be limited to those made on black-and-white monitors and wave form monitors. Stations receiving network service via coaxial cable will get color programs only in black-and-white at present and non-interconnected stations will not receive them at all, as no recording of these experimental colorcasts is planned at this time, Mr. Lodge said.

Sen. Tobey Dies Friday; Headed Commerce Committee

SEN. CHARLES WILLIAM TOBEY (R-N. H.), 73, died Friday midnight in Bethesda, Md., Naval Hospital following heart attack he suffered in Capitol in late afternoon. Former New Hampshire Governor, Sen. Tobey was elected to Senate in 1938. With change in Administration last January, he became head of powerful Senate Interstate & Foreign Commerce Committee. He opened North American Regional Broadcasting Agreement hearings July 8.

HATFIELD, COY & CO.

MANHATTAN agency men stared in astonishment last week when sales representatives of two long-feuding Kansas City stations, WHB and KMBC, called together on CBS-TV advertisers. What was described in station publicity as "shot gun wedding" of stations was brought about because both outlets—rivals for 30 years—sought vhf Ch. 9 in Kansas City, hence faced lengthy hearings that could drag on for years, during which time another TV station might get CBS-TV affiliation. WHB and KMBC applied for share-time facilities and got FCC grant. Stations will operate in 90-minute segments, share one transmitter but have separate studios. Commencement planned for Aug. 1.

Maryland MBS Affiliates Oppose Contract Changes

NEW MUTUAL contract amendments recently sent to MBS affiliates received sharp "no" from all Maryland MBS outlets at meeting held in Baltimore Friday (early story page 74).

It was reported affiliates were unanimously opposed to new contract, asserting that it was not in best interest of their various stations or areas they serve and, further, that proposed policy, if adopted, would be detrimental to radio industry as whole, according to spokesman for group.

Attending meeting were Charles J. Truitt, WBOC Salisbury and WCEM Cambridge; Bill Paulsgrove, WJEJ Hagerstown; James M. Martinson, WDYK Cumberland, and George H. Roeder, WCBM Baltimore.

FCC PROPOSES THREE-YEAR TV LICENSES

EXTENSION of television station license period to three years—from present one-year span—proposed by FCC Friday in announcing rule-making proceeding to which Comr. Frieda B. Hennock dissented at length and called for "factual study" of TV programs with ultimate government-industry conference and "open public hearings."

TV licenses would run three years concurrent with existing AM and FM licenses under same ownership in given area, as would associated auxiliary TV stations such as studio-transmitter links, remote pickups and intercity relays. Comments are due Sept. 1.

Stating one-year TV licenses have been appropriate during "early formative period," FCC majority noted almost 500 outlets are now authorized with 200 in operation. "We are of the view that the development of a nationwide television system will be facilitated by the extension of television licenses for a three-year period," majority said. "Such an increase, moreover, will reduce substantially the workload for both television licensees and the Commission."

Comr. Hennock chided majority for change of mind from 1951 plan to hold general program inquiry and for not "frankly" announcing it "no longer entertains such doubts regarding programming standards as would indicate a need to look into the subject, even to the small extent that this body has been looking into it, more often than once every three years."

Terming majority's views "contradictory," Comr. Hennock said her disagreement "stems from the majority's identification of the 'public interest' with the convenience of broadcast licensees, rather than with higher public interest considerations." She reminded majority of need for 1946 *Blue Book* despite AM's many years.

Proposed TV renewal periods would be as follows:

(1) For stations located in Del. and Pa., Aug. 1, 1954. (2) Md., D. C., Va., W. Va., Oct. 1, 1954. (3) N. C., S. C., Dec. 1, 1954. (4) Fla., P. R., and Virgin Islands, Feb. 1, 1955. (5) Ala. and Ga., April 1, 1955. (6) Ark., La. and Miss., June 1, 1955. (7) Tenn., Ky. and Ind., Aug. 1, 1955. (8) Ohio and Mich., Oct. 1, 1955. (9) Ill. and Wis., Dec. 1, 1955. (10) Ia. and Mo., Feb. 1, 1956. (11) Minn., N. D., S. D., Mont. and Col., April 1, 1956. (12) Kan., Okla., Neb., June 1, 1956. (13) Tex., Aug. 1, 1956. (14) Wyo., Nev., Ariz., Utah, N. M. and Ida., Oct. 1, 1956. (15) Calif., Dec. 1, 1953. (16) Wash., Ore., Alaska and Hawaii, Feb. 1, 1954. (17) Conn., Me., Mass., N. H., R. I. and Vt., April 1, 1954. (18) N. J. and N. Y., June 1, 1954.

• BUSINESS BRIEFLY

SPOTS FOR CAMAY • Procter & Gamble, on behalf of Camay soap, launching spot announcement push in approximately 80 radio and 65 television markets about Aug. 17 for as yet undetermined length of time. Agency: Benton & Bowles, N. Y.

SWAN SOAP RADIO • Lever Bros. understood to be planning radio spot announcement campaign for Swan soap in Pittsburgh and Cincinnati divisions, starting end of August for approximately four weeks. Agency: BBDO, N. Y.

WASHING COMPOUND SCHEDULE • Economic Labs., St. Paul, scheduling spot radio campaign in St. Louis, Cleveland, San Francisco, Buffalo and Baltimore for Soilax washing compound, starting Sept. 1. Agency: Scheideler, Beck & Werner, N. Y.

AMALIE AGENCY • Amalie Div. of Sonneborn Sons Inc., oil refiner and manufacturer of automotive lubricants, names Humbert & Jones agency, N. Y., to handle advertising. Plans include early morning radio spot campaign for one year in six New England states.

CROSBY FOR GE • Arrangements for General Electric sponsorship of Bing Crosby on CBS Radio and on six shows on CBS-TV reported near completion Friday. Agency for radio program is Young & Rubicam and for television appearances BBDO.

ANACIN CAMPAIGN • Whitehall Pharmacal Co.'s fall radio spot announcement campaign for Anacin now in preparation. Agency: John F. Murray, N. Y.

TENNA-ROTOR DRIVE • Alliance Tenna-Rotor lining up fall campaign using TV spots adjacent to sports shows in number of markets, through Foster & Davies, Cleveland.

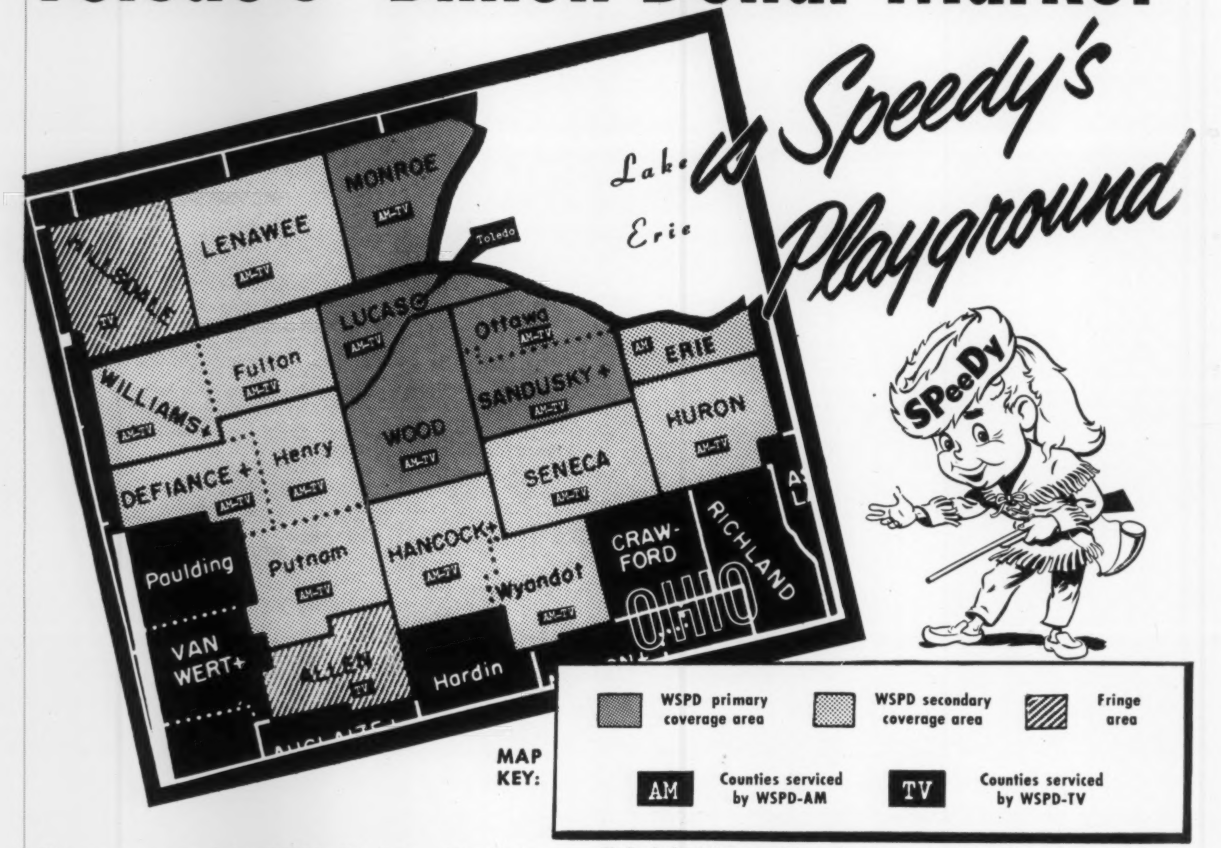
Schwimmer Sues UTP, TP and 'Look' for Million

WALTER SCHWIMMER PRODUCTIONS Inc., Chicago, late Thursday filed $1 million civil suit in U. S. District Court against United Television Programs Inc., Telenews Productions Inc. and Cowles Magazines Inc. (*Look*).

Complaint, filed in court for Northern District of Illinois (Eastern division) charges defendants "copied and imitated" certain features of Schwimmer's *Movie Quick Quiz* in *Look Photoquiz* TV program.

Schwimmer suit notes UTP distributed package until Jan. 19, 1953, and that after that date—and continuously since about June 1—defendants have been "producing advertising, exhibiting, and publishing and otherwise marketing" *Look Photoquiz*. Firm charges "irreparable damage," "dilution" of value to its *Movie Quick Quiz* and infringement of copyright, and seeks to enjoin defendants from producing, licensing, distributing and otherwise showing other activity in connection with *Look Photoquiz* pending outcome of suit.

Toledo's "Billion Dollar Market" is Speedy's Playground


Lake Erie
Toledo
MONROE AM-TV
LENAWEE AM-TV
HILLSDALE TV
LUCAS AM-TV
Ottawa AM-TV
ERIE AM
Fulton AM-TV
WILLIAMS+ AM-TV
SANDUSKY+ AM-TV
HURON AM-TV
Henry AM-TV
WOOD AM-TV
DEFIANCE+ AM-TV
SENECA AM-TV
Paulding
Putnam AM-TV
HANCOCK+ AM-TV
Wyandot AM-TV
CRAW-FORD
RICHLAND
OHIO
VAN WERT+
ALLEN TV
Hardin
SPeeDy
MAP KEY:
WSPD primary coverage area
WSPD secondary coverage area
Fringe area
AM Counties serviced by WSPD-AM
TV Counties serviced by WSPD-TV

The area covered by WSPD (Radio and/or Television) encompasses 18 counties; 3 in Michigan and 15 in Northwestern Ohio.

Population 1,161,200
Families 348,000
Radio Homes 339,060
Percent tuned to WSPD-AM
Daytime 56.8%
Nighttime 48.6%
Television Homes 226,000
Percent tuned to WSPD-TV
Daytime 78%
Nighttime 91.5%

EFFECTIVE BUYING POWER
Total—$1,896,407,000
Per Capita $1,633
Per Family $5,449

RETAIL SALES
Total $1,310,208,000
Per Family $3,764
Spent For:
Food $321,211,000
Gen. Mdse. $128,461,000
Furniture & Household—$67,725,000
Automotive $251,294,000
Drug $35,282,000

Toledo's Metropolitan Area ranks high in the nation's leading areas—

Toledo ranks 36th in total retail sales
Toledo ranks 36th in food store sales
Toledo ranks 35th in gen. mdse. store sales
Toledo ranks 48th in apparel store sales
Toledo ranks 38th in home furnishing sales
Toledo ranks 31st in automotive store sales
Toledo ranks 33rd in filling station sales
Toledo ranks 50th in building material and hardware store sales.
Toledo ranks 36th in drug store sales

SPeeDy daily entertains the people whose buying habits account for Toledo's high rating.

Authority for above listening and market information:

Sales Management's Survey of Buying Power,
Standard Rate & Data Consumer Markets
Neilsen Coverage Service
NBC Research

WSPD TV AM-TV
TOLEDO, OHIO

Represented Nationally
by KATZ

Storer Broadcasting Company
TOM HARKER NAT SALES DIR., 118 E. 57th STREET, NEW YORK

at deadline

NARTB Group to Furnish Information on Television

FLOW of TV information to stations, general public and specialized groups expected to start on regular basis within few weeks via NARTB TV Information Committee, spokemen said Friday after meetings of TIC Implementation and Research subcommittees in New York.

Following Thursday meeting of Research group, headed by NARTB Research Manager Richard M. Allerton, Implementation subcommittee under NARTB President Harold E. Fellows on Friday was reported to have approved proposed formats for monthly information bulletin to stations plus material to go regularly to public and to specalized groups such as educators and "opinion molders."

Stay Final Decision On KOA; Other FCC Actions

EFFECTIVE date finalizing initial decision to grant vhf Ch. 4 at Denver to KOA there and deny competitive bid of KMYR Denver was stayed by FCC Friday pending "further review" of initial ruling by Hearing Examiner James D. Cunningham issued mid-June [B•T, June 22]. Decision would have become final Wednesday. FCC gave no reason for stay action other than to indicate additional study is required.

Twentieth grant for noncommercial educational TV station issued Friday by FCC for reserved vhf Ch. 9 at San Francisco to Bay Area Educational TV Assn. ERP of 30.9 kw visual and 15.5 kw aural with antenna height above average terrain of 510 ft. specified. Grant is subject to such further action FCC may take as result of court appeal by KROW Oakland against Sixth Report's cancellation of pre-freeze Bay Area comparative TV hearing.

Rossmoyne Preferred

Examiner's initial decision to grant uhf Ch. 27 at Harrisburg, Pa., to Rossmoyne Corp., licensee WCMB Lemoyne, Pa., was made final by FCC Friday [B•T, June 22]. Competitive application of WHBG Harrisburg for same facilities was denied. Examiner preferred Rossmoyne so as to diversify control of mass media of communication in area, citing Triangle Publications Inc.'s (WFIL-AM-TV Philadelphia) 50% interest in WHGB.

Ed Smith, Rossmoyne vice president-general manager, said new Ch. 27 outlet will be on air in mid-December; representative, Donald Cooke Inc.

Advertisers Use Public Service

ADVERTISING COUNCIL reports that first three advertisers to agree to participate in its new plan for public service messages on filmed TV programs are American Tobacco Co., Liggett & Myers and Pepsi-Cola Co. They are in addition to Procter & Gamble Co., which carried council messages as experiment past five months on three filmed network shows. Council is seeking support of sponsors and advertisers of filmed shows to promote non-seasonal campaigns.

AIR RACE

RACE to see which station can get on air first soon to be held between WGEM-TV Quincy, Ill., and KHQA-TV Hannibal, Mo. DuMont Labs Friday shipped two 5 kw vhf transmitters on one truck bound for midwest cities (they are only few miles apart). Crew of DuMont engineers assigned to each station will race to see who can get on air first. WGEM-TV is assigned vhf Ch. 10; KHQA-TV will be on vhf Ch. 7.

GE Color Equipment Ready Early in '54

GENERAL ELECTRIC TV transmitting equipment will rebroadcast network color programs under NTSC standards satisfactorily without additional equipment if network signals are "of reasonable quality"; will rebroadcast NTSC network color programs in monochrome without needing changes in equipment, and will transmit them in color with "only minor changes," company said Friday. It estimated that equipment to enable existing TV stations to provide "best possible" rebroadcast of network color programs will cost "less than $20,000" and will be available in first quarter of next year; that additional $68,500 worth of special equipment will be needed for station to originate slide and film color programs, and at least $70,000 in color studio cameras and switching equipment to originate live shows from own studios. GE estimated its special color TV transmitting equipment will be available to existing stations by end of 1954.

Sylvania Color Petition

SYLVANIA ELECTRIC PRODUCTS Inc. petitioned FCC Friday for approval of NTSC color TV (see early story, page 33). Petition estimated Sylvania will be in position to produce "substantial quantities" of color TC picture tubes within six to nine months after FCC approval of system, and to start production of color sets for public sale within nine months after FCC approval. Adoption of NTSC standards, Sylvania President H. Ward Zimmer said, "would provide a sound basis for the growth of color television service to the public."

KOIN-TV Basic CBS-TV

KOIN-TV Portland, Ore., signs as basic affiliate of CBS-TV. Now under construction, station will operate on vhf Ch. 6 and is expected to go on air about Oct. 15. It is owned by Mt. Hood Radio & Television Broadcasting Corp., licensee of KOIN. Howard Lane is president.

Gates' West Coast Office

NEW West Coast office and distributing branch for Gates Radio Co., Quincy, Ill., opened at 7501 Sunset Blvd., L. A. Robert Kuhl, in charge of Gates' West Coast sales, appointed office manager.

PEOPLE

HENRY FLYNN, eastern sales manager, becomes general manager, CBS Radio Spot Sales.

TOM McDERMOTT, director of TV Department of Benton & Bowles, N. Y., named vice president in charge of production of all Benton & Bowles radio and television shows. In new post he assumes substantial portion of duties handled by Walter Craig before his resignation as radio-TV vice president last May.

JOHN T. SOUTHWELL, formerly of BBDO and Young & Rubicam, N. Y., and Hirsch & Rutledge, St. Louis, to Smith, Hagel & Snyder, effective in August.

ROBERT H. SILVERMAN, sales manager WABF (FM) N. Y., to WQXR N. Y. as account executive.

ROBERT L. STEVENSON elected president of Advertising Syndicate of America, Pittsburgh agency.

Hildreth Takes Over WABI-AM-TV Ownership

COMPLETE ownership of WABI and WABI-TV Bangor, Me., has been taken over by Horace Hildreth, ex-Gov. of Maine and present Ambassador to Pakistan, and associates, it was learned last Friday. Unconfirmed reports indicated that Mr. Hildreth and associates—believed to be WPOR Portland, Me., principals—paid Murray Carpenter, general manager of Bangor stations, $125,000 for his half-interest in Community Broadcasting Service, which is licensee of WABI and owns 100% of Community Telecasting Service, licensee of WABI-TV. Other 50% ownership of Community Broadcasting Service is owned by Mr. Hildreth, who is also 35% owner of TV grantee Mt. Washington TV Corp, Poland, Me. Just what new ownership will amount to could not be determined, but application for FCC approval said to be in preparation.

ABC Signs New Stations

WMIN-TV and WTCN-TV Minneapolis, which will share time on vhf Ch. 11 starting about Sept. 1, have signed as ABC-TV affiliates. WMIN-TV is headed by Larry N. Bentson as president and is represented nationally by O. L. Taylor Co., while WTCN-TV is headed by Robert Butler as president and is represented by Blair-TV Inc.

ABC-TV meanwhile announced Friday that four new stations have joined network as affiliates. They are:

WROW-TV Albany (Ch. 41), owned and operated by Hudson Valley Bcstg. Co. with Harry L. Goldwin as president and general manager; WKNA-TV Charleston, W. Va. (Ch. 49), owned and operated by Joe L. Smith Jr. Inc. with Joe L. Smith Jr. as general manager; KMMT (TV) Austin, Minn. (Ch 6), owned and operated by Minnesota-Iowa Television Co. with L. L. McCurnin as station manger, and WDAK-TV Columbus, Ga., with Allen M. Woodall as general manager.

RCA Ships Two More TV Units

RCA Victor reported Friday shipment of two more TV transmitters (early story page 70). Vhf Ch. 4 unit, 2 kw size, sent to KVOA-TV Tucson, Ariz., and uhf Ch. 45 transmitter, 1 kw model, shipped to KJEO (TV) Fresno, Calif.

DuMont Signs Caddigan

SIGNING of James L. Caddigan, director of programming and production for DuMont television network, to long-term contract announced by Chris J. Witting, managing director of network.

RADIO IN THE Upper Midwest...

Cost per Thousand......
Dollar for Dollar...
Ratingwise...
Anyway You Figure It
KSTP Radio
Is a Better Buy Than Ever!

KSTP
50,000 WATTS
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REPRESENTED BY EDWARD PETRY and COMPANY

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BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

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David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

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Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office

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WBBW
ABC IN YOUNGSTOWN
REPRESENTED BY FORJOE

* Afternoon periods always were high
** A. C. Nielsen Report

FOLLOW THE LEADER

Network: CBS-TV.
Time: 9:00-9:30 p.m., EST, alternate Tues.
Producers-Writers: Paul Harrison and Bernie Gould.
Director: John Claar.
Star: Vera Vague.
Origination Point: Hollywood.

A PERENNIAL children's playtime favorite has turned up in adolescent form in a new CBS-TV show called *Follow the Leader,* seen every other Tuesday evening, alternating with *Anyone Can Win,* Al Capp's audience participation-panel program previously reviewed in this column. It is better than average audience participation fare—a small bouquet at best since "average" shows of this sort are seemingly designed to test the patience of the most casual televiewer.

The new series centers around Vera Vague whom radio fans will recall as a regular on the *Jack Benny Show* in her role as a never-say-die female constantly in pursuit of a man. She has stepped out of that character for CBS-TV to play mistress of ceremonies on *Follow the Leader.* Each contestant picked from the audience watches Miss Vague run through a short skit. The contestant must then re-enact the skit repeating as many of Miss Vague's movements as possible in a given time period. For every gesture repeated correctly the contestant earns $10 and a comparable amount is added to the evening's jackpot. The rush to re-play the scene is thwarted by supplying the contestant with exaggerated props not used by Miss Vague in the original scene.

Simple But Amusing

It's a simple enough way to kill a half hour on TV but everyone seemed to get a kick out of the goings-on. The obstacle course set up for the participants by the prop crew accounted for some amusing moments.

Follow the Leader will hardly be remembered as a television achievement but it has one saving grace notably absent in most programs using the participation format. The point of departure in this case was an idea—not an afterthought. That the idea in itself was not earth-shaking does not nullify the fact that this is a step in the right direction. In production, an attempt was made to let the idea carry the show. The game was the focal point. Too frequently celebrities who m.c. such shows treat them only as personal vehicles. Such a mishap has been avoided on this series. Although Miss Vague is the mainstay of the production, she nicely subordinates any urge to walk off with the show and plays the game as writers have conceived it.

THE RETURN

Talent Scouts, CBS Radio and CBS Television, Mon., 8:30-9 p.m.
Arthur Godfrey and His Friends, CBS Television, Wed., 8-9 p.m.
Arthur Godfrey Time, CBS Radio, Mon.-Fri., 10-11:30 a.m.
Arthur Godfrey Time, CBS Television, Mon.-Thurs., 10-11 a.m.

IN HER long and distinguished career Helen Hayes has mastered many difficult roles, but surely none of them imposed a more severe demand upon her dramatic resources than that of mistress of ceremonies on *Arthur Godfrey and His Friends* last Wednesday evening.

It fell to Miss Hayes to announce that Mr. Godfrey would return to the program the following week. In prefacing the momentous news, Miss Hayes confessed she counted it an honor and privilege to have been chosen to deliver it. She spoke the words "Arthur Godfrey will be back" with such reverence that it was possible to believe she had momentarily confused the incident with the Second Coming.

Indeed if Miss Hayes *were* so confused she must be regarded as only one of many. The deification of Arthur Godfrey has been in progress for some time, but his triumph over illness and the opportunities it made for the CBS publicity factory have rendered it complete. It is only a matter of time until the second syllable of Godfrey will be forgotten.

It is questionable that a mortal performer would be accorded the special facilities that have been erected to transport Mr. Godfrey's voice and image from his Loudon County farm during his convalescence. A 144-foot transmitter tower was constructed on his property to beam microwaves to the nearest permanent TV installation. Two video circuits, going and coming, will be used so that Mr. Godfrey in Virginia and his cast in New York may appear together in the home picture. Three audio lines have been installed, two of them to provide back-and-forth sound for TV and radio and the third for inter-communication in the production staff.

Six-Figure Cost

No reliable estimates of the cost of these electronic exertions are available, but it must run into the higher range of six figures.

Obviously it is worth it to CBS, both radio and television. In his undeniably exalted state, Mr. Godfrey is beyond the limits of normal criticism, and this column has no intention of assessing him in terms applied to others who work for a living on the air. It is enough to say that whatever he has, a lot of millions like it. Indeed the popular attitude exceeds liking. Miss Hayes projected it last Wednesday; it is worship uncorroded by doubt.

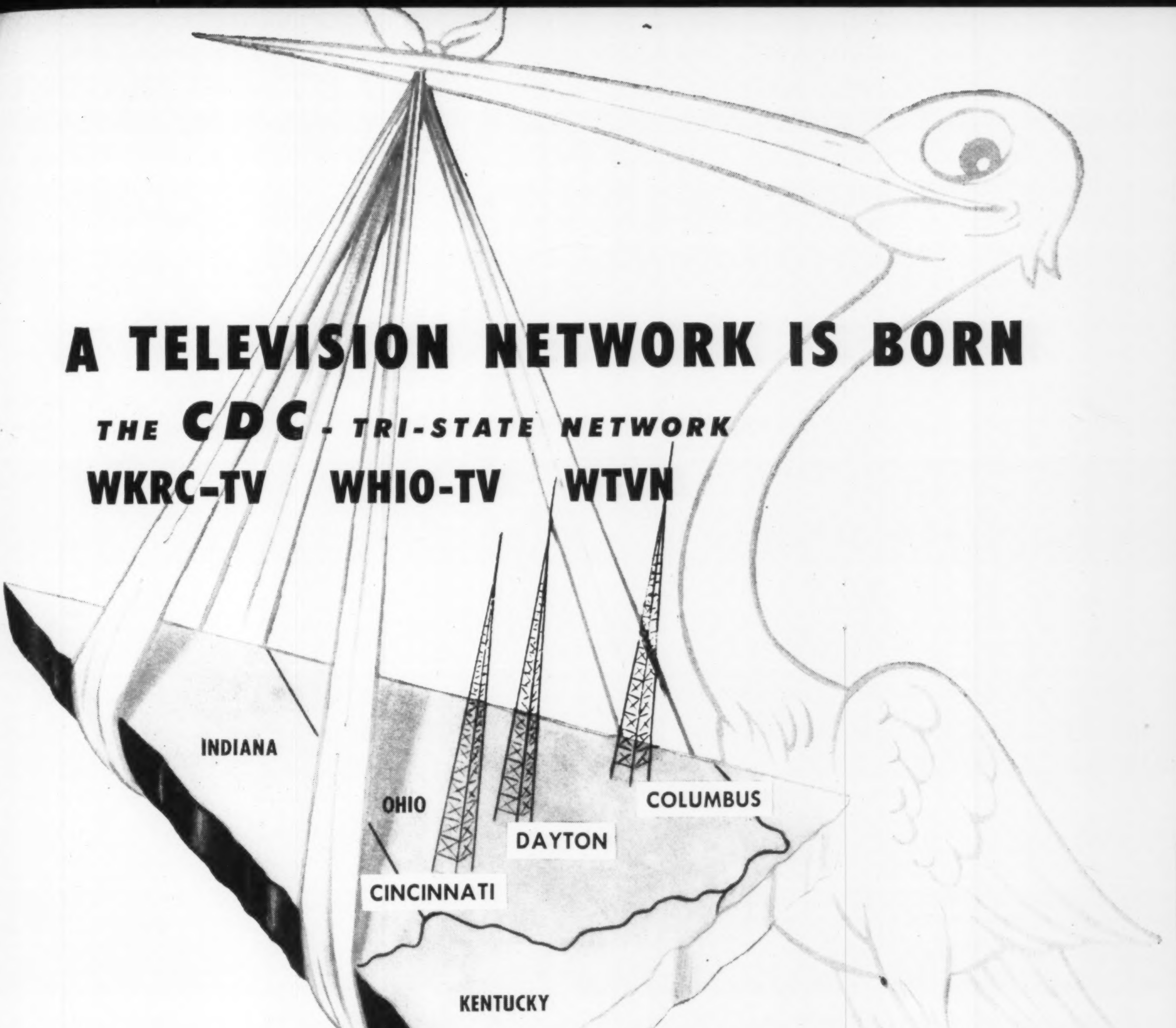
The devout may attend services tonight (Monday) when Mr. Godfrey returns to his *Talent Scouts* simulcast (8:30-9 p.m.) and Wednesday when he will be back on *Arthur Godfrey and His Friends* (8-9 p.m). Next Monday he will resume his morning strip (CBS Radio, Mon.-Fri., 10-11:30 a.m. and CBS-TV Mon.-Thurs., 10-11 a.m.).

* * *

BOOKS

PRINCIPLES & PRACTICES OF TELECASTING OPERATIONS, by Harold E. Ennes. Howard W. Sams & Co. Inc., 2201 E. 46th St., Indianapolis 5, Ind. 600 pp. Publication date set Oct. 1.

NOT yet published, this book, its publishers say, will cover all phases of telecasting operations from network and remote links through the monitors, cameras, control rooms, studio transmitters and production planning. It will contain 12 chapters, an appendix on FCC rules and regulations and a glossary of program production terms and technical definitions.



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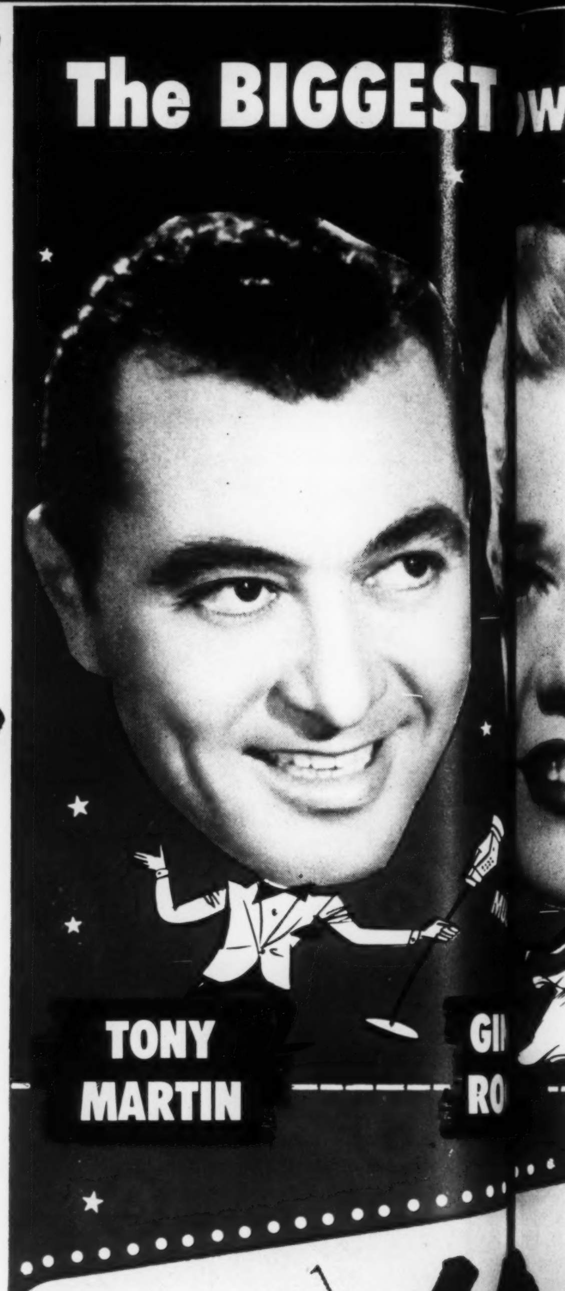

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our of
tars"

RCHESTRAS AND SINGING STARS!

EA

FULL OF ONE MINUTE SPOTS
AND CHAIN-BREAKS
THAT MEAN DOLLARS
POURING IN YOUR STATION!

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WJBO

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Big Part

. . . of $569,005,000 in retail sales last year in WJBO's coverage area. (Sales estimate from Sales Management's 1953 Survey of Buying Power.)

Reach the largest audience on NBC's 5,000 watt affiliate. Affiliated with the State-Times and Morning Advocate. National reps: Geo. P. Hollingbery Co.

WJBO
WBRL (FM)

. . . that's what you like about the South

One Out of Seven

EDITOR:

It may please you to know that your response to our recent request of tearsheets on SAG-AFTRA agreements puts the readers service department of B•T in a good light in relation to the other trade books.

Out of the seven books queried on the same subject, B•T was the only one to turn up with anything at all. . . .

Carl E. Behr, Business Mgr.
Radio-TV Dept.
Needham, Louis & Brorby Inc.
Chicago

Targets and Telestatus

EDITOR:

Each week B•T gets a full and thorough reading on my part so that I can keep up to date on all that's happening in the television field. I must commend you on your excellent coverage.

There is one suggestion that, if accepted, would make your magazine even more helpful to me. Is it possible to print the "Telestatus" and the "New Grantees Commencement Target Dates" in such a way that they can easily be clipped and saved for reference. Now it is printed back-to-back or spread over several pages, making things very difficult.

David Abbott
MCA-TV Ltd.
Boston

[EDITOR'S NOTE: Production intricacies make it difficult to oblige Mr. Abbott, but if a number of readers enter similar requests, an effort will be made to accomodate them.]

Roanoke Revisited

EDITOR:

Would it be possible for us to obtain from you about 50 reprints of the "What Happened in Roanoke?" story featured in this week's [July 13] BROADCASTING • TELECASTING?

My compliments to J. Frank Beatty for a very fair and wholesome report on the situation that I am certain is extremely important to our industry. In my opinion [he] did an excellent job.

Frank E. Koehler
General Manager
WROV Roanoke, Va.

EDITOR:

. . . Still don't see how you can do so authoritative a piece so swiftly. It's remarkable.

Shields Johnson
General Manager
Times-World Corp.
Roanoke, Va.

EDITOR:

I have read with great interest "What Happened in Roanoke?" in the current issue [July 13] of B•T. It was all very enlightening and I hasten to emphasize that I am no authority on the merits of uhf versus vhf. However, both within the article and on your editorial page it is questioned as to whether "uhf is going to follow the pattern of FM."

I am not familiar with the financial details of any significant number of FM stations, but I am intimately familiar with the operation of one FM station; namely, WEAW. We do not normally publicize the financial details of our operation, but perhaps it would serve some useful purpose to advise you that WEAW (yes, FM) is currently billing in excess of $15,000 per month, and you certainly realize that you can run a radio station successfully on that gross.

Both local and national business are at an all-time high . . .

Our FM operation has financially made it possible for us to go into AM [B•T, July 13].

Our AM program service will not duplicate that of the FM; however, contrary to the general practice, we will *give* our FM advertisers free spots on the AM . . .

Edward A. Wheeler, President
WEAW-AM-FM Evanston, Ill.

Far-Flung Correspondent

EDITOR:

It seems that our current subscription got started with the next issue after you published "ABC of Radio and Television" [March 30].

Since it seems to be valuable could you send us two or three copies to put in the library for our radio students.

V. Alex Bills, Field Director
Christian Radio Mission
Osaka, Japan

International Amity

EDITOR:

. . . . The article on "Television in Mexico" [B•T, June 15] . . . is extremely interesting and informative and is a credit to the research workers and writers who prepared it. I know that our press and radio offices will find it invaluable as a source of authoritative information. . . .

Alberto Lleras
Secretary General
Pan American Union
Washington, D. C.

Live or Film

EDITOR:

In your OPEN MIKE of June 22, Mr. H. B. Mouatt of WHEC Rochester, N. Y., expressed his belief that television should have many more live shows than it is presently using since there is a vital sense of participation, in comparison with which recorded material is dull, flat, and lifeless, regardless of its degree of technical excellence. (*I Love Lucy?*) He also states that with the use of recorded material, the television industry forfeits all claim to creative effort and becomes merely a transmission medium.

Without writing a discourse along those lines, I just wish to state the following. Just as there are many wonderful live shows on TV today, by the same token there are many more in comparison with which a grade D movie would be excellent. On the other hand the same holds true for some filmed shows.

Amongst the beauties of shows especially made for TV is that it *is* creative what with the various producers vying to excell one another to produce the best possible shows and at the same time competing most successfully in many cases with opposing live shows. This stimulates creativeness rather than retarding creative art.

Be it live or on film especially made for TV, the public will view those shows that prove to be most interesting, entertaining as well as informative.

Warren Gliner, Acct. Exec.
Consolidated Television Sales
Columbus, Ohio

THE KELO RADIO

antenna moves up on the

KELO-TV TOWER

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MIGHTY SIOUX EMPIRE

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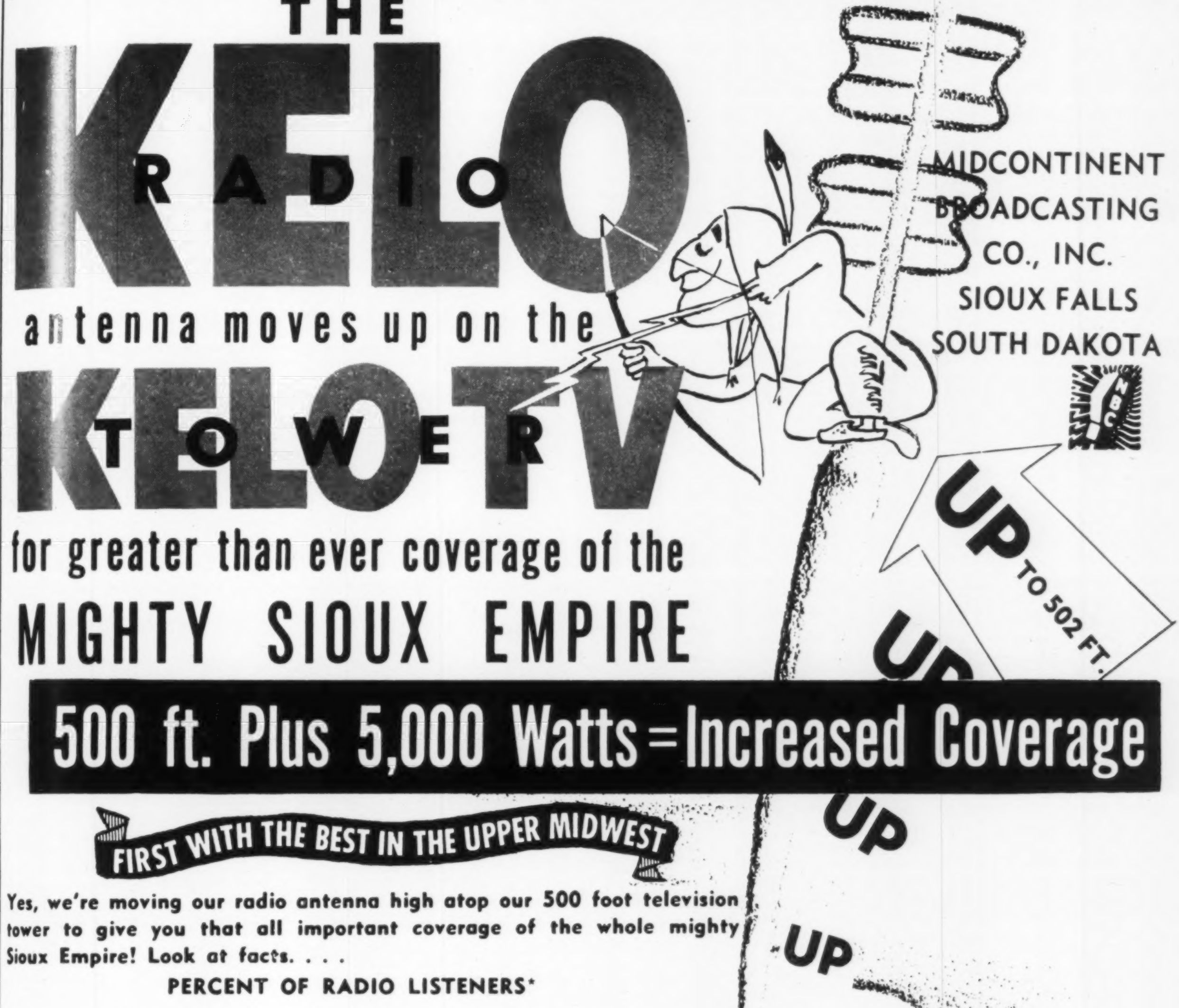

500 ft. Plus 5,000 Watts = Increased Coverage

FIRST WITH THE BEST IN THE UPPER MIDWEST

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PERCENT OF RADIO LISTENERS*

7 AM to 1 PM		1 PM to 7 PM	
KELO	**32**	**KELO**	**27**
Station "A"	21	STATION "A"	17
STATION "B"	19	STATION "B"	17
STATION "C"	11	STATION "C"	14
STATION "D"	7	STATION "D"	13

* AS SHOWN IN "PULSE" SURVEY . . . MAY 4th-8th, 1953

AUGUST 1st = 502 DAY FOR KELO!

KELO **SIOUX FALLS, SO. DAK.**

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ON AIR

Post-freeze

—through

POST-FREEZE STATIONS "ON-AIR" (WITH RCA TRANSMITTERS) 6/20

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KBTV (VHF) Denver, Colorado

KCSJ-TV (VHF) Pueblo, Colorado

KGMB-TV (VHF) Honolulu, T. H.

WLBC-TV (UHF) Muncie, Indiana

WKNB-TV (UHF) New Britain, Conn.

WLEV-TV (UHF) Bethlehem, Pennsylvania

WCOS-TV (UHF) Columbia, South Carolina

WDAY-TV (VHF) Fargo, North Dakota

WFTV (UHF) Duluth, Minnesota

WFPG-TV (UHF) Atlantic City, New Jersey

KTBC-TV (VHF) Austin, Texas

WTVE (UHF) Elmira, New York

WCOV-TV (UHF) Montgomery, Alabama

KROC (UHF) Rochester, Minnesota

WSBA-TV (UHF) York, Pennsylvania

KTVH (VHF) Hutchinson, Kansas

WKNX-TV (UHF) Saginaw, Michigan

WBRE-TV (UHF) Wilkes Barre, Pennsylvania

WKBN-TV (UHF) Youngstown, Ohio

WSBT-TV (UHF) South Bend, Indiana

XUM

KSWO-TV (VHF) Lawton, Oklahoma
WFMJ-TV (UHF) Youngstown, Ohio
WROV-TV (UHF) Roanoke, Virginia
KCTY (UHF) Kansas City, Missouri
WAKR-TV (UHF) Akron, Ohio
WTPA (UHF) Harrisburg, Pennsylvania
KFEL-TV (VHF) Denver, Colorado
KPTV (UHF) Portland, Oregon

gh RCA Deliveries!

In a concerted effort to meet the demands of "Post-Freeze" Television, RCA is *PRODUCING* and *DELIVERING* TV Station Equipment at an unprecedented schedule.

RCA's long-range planning—and ability to produce UHF and VHF transmitters and high-power amplifiers—is putting TV Stations "on-air" at rates unequalled in Television history.

These are some of the factors that combine to make this production record . . . and assure Y O U earliest transmitter delivery possible.

RCA Engineering and Planning is capable of anticipating station equipment requirements years ahead (take UHF development, for instance). RCA Production Engineering plans facilities and meets TV Station needs . . . WAY IN ADVANCE.

RCA's Production "know-how" is based on more than 20 years of pioneering in TV transmitter design, construction, and operation. (RCA engineers designed and produced the world's first commercial VHF transmitter—the world's first commercial UHF transmitter—and the world's first commercial VHF high-power TV amplifier!)

Make sure you get your TV transmitter promptly. Go RCA! Order through your RCA Broadcast Sales Representative.

WSLS-TV (VHF) Roanoke, Virginia
KROD-TV (VHF) El Paso, Texas
WBAY-TV (VHF) Green Bay, Wisconsin
KGNC-TV (VHF) Amarillo, Texas
KTTS-TV (VHF) Springfield, Missouri
WHP-TV (UHF) Harrisburg, Pennsylvania
WAFB-TV (UHF) Baton Rouge, Louisiana
KFOR-TV (VHF) Lincoln, Nebraska

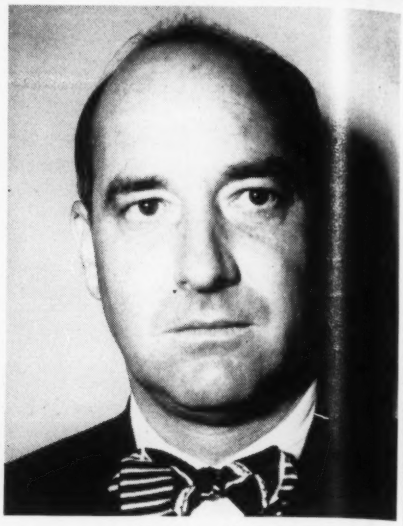
KXLY-TV (VFH) Spokane, Washington
KELO-TV (VHF) Sioux Falls, South Dakota
WFAM-TV (UHF) Lafayette, Indiana
KCBD-TV (VHF) Lubbock, Texas
WHIZ-TV (UHF) Zanesville, Ohio
WSUN-TV (UHF) St. Petersburg, Florida
WBKZ-TV (UHF) Battle Creek, Michigan
KMJ-TV (UHF) Fresno, California

KTSM-TV (VHF) El Paso, Texas
WTVO (UHF) Rockford, Illinois
WFTL-TV (UHF) Ft. Lauderdale, Florida
WALA-TV (VHF) Mobile, Alabama
WABI-TV (VHF) Bangor, Maine
WJTV (UHF) Jackson, Mississippi
KFDX-TV (VHF) Wichita Falls, Texas
WKST-TV (UHF) New Castle, Pennsylvania

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

XUM

FIRST
IN RADIO!
NOW
FIRST
IN TV!
KWFT-TV
CHANNEL 6
in Wichita Falls
Texas!
CBS AND DuMONT
TELEVISION NETWORKS
Wichita Falls Television, Inc.



Norman Noyes

on all accounts

NORMAN EARL NOYES, Los Angeles manager, The Branham Co. (station representatives), reversed the normal pattern—his interest in radio grew out of his early association with television.

Back in 1937 Los Angeles-born Mr. Noyes majored in pyschology and history at Stanford and U.S.C. and went on to work as a law clerk. Then he decided that law was not for him and left for an eight month stay in London. There he haunted the television demonstrations at Alexandra Palace Exhibition, perhaps recalling the scanning disc TV receiver he and his brother had worked on seven years before.

However, when Mr. Noyes returned from England, economic necessity forced him into radio as supervisor of pages and tour promotion at NBC Hollywood. The local experimental TV station "just wasn't paying any sort of salary," he explains. By 1940, the 29-year-old Mr. Noyes was promoted to NBC Spot Sales.

Came the war, and through the wonders of the Army classification system he found himself back in radio serving with the Armed Forces Radio Service. As S/Sgt. Noyes, he was liaison man between AFRS, the Office of War Information and the networks. Associated with topflight radio personnel, he learned new fields of the medium—programming, traffic, recording and special events.

Transferred to AFRS Hollywood after Germany's surrender, S/Sgt. Noyes, who had meantime married the former Patricia Marks, became Civilian Noyes in 1946, whereupon he returned to NBC networks sales.

Shortly thereafter he entered the station representation field with Avery-Knodel Inc.'s Los Angeles office and later joined the Los Angeles branch of Bolling Co. In 1951, The Branham Co., looking for a manager for its planned Los Angeles office, which was to handle the southern California and Arizona area, selected Mr. Noyes for the position.

Among Branham clients are KRLD-AM-TV Dallas, KOB-AM-TV Albuquerque, KMO-AM-TV Tacoma-Seattle, WMCT (TV) Memphis and WCPO-AM-TV Cincinnati.

Two additions to the Noyes clan, Catherine, 5, and Nancy, 2, as well as the family's North Hollywood home in Los Angeles' burgeoning San Fernando Valley keep Mr. Noyes fairly busy in his spare time, but occasionally he gets away to the Los Angeles Country Club for what he describes as "mid-80s" golf. He is also active in the Shriners, the Order of Jesters, the Jonathan Club and Sigma Alpha Epsilon fraternity.

Smullin TV Stations

. . . Cover Northwestern California—Southern Oregon. Let Blair-TV tell you how one billing reaches two growing markets ($322,125,000 Retail Sales).

KIEM-TV

Channel 3, 14,600 watts ERP
Eureka, California
3069 feet above sea level
1673 feet above average terrain
3026 feet above Eureka.

KBES-TV

Channel 5, 29,000 watts ERP
Medford, Oregon
2169 feet above sea level
429 feet above average terrain
840 feet above Medford.

MARKET AND SALES DATA *Area within 40 DBU or 100 UV/M (based on FCC Engineering Standards)*

COUNTY	POPULATION	PERSONS PER FAMILY	FAMILIES	RETAIL SALES
Curry	6,400 *	2.89	2,214	$ 6,020,000 *
Jackson	65,200 *	3.05	21,377	83,633,000 *
Josephine	29,200 *	3.06	9,543	39,541,000 *
Klamath (2/3 county)	27,700 *	3.12	8,872	39,640,000 *
Douglas (1/6 county)	10,600 *	3.45	3,057	12,087,000 *
***Del Norte*	13,290	3.	4,430	12,281,000
***Humboldt*	82,750	3.13	26,437	100,623,000
***Trinity*	3,004	2.75	1,092	1,934,000
***Mendocino (1/8 county)*	5,420	3.43	1,600	5,688,000
***Siskiyou (8/15 county)*	16,984	3.06	5,536	20,678,000
Total	**260,548**		**84,164**	**$322,125,000**

**Sales Management Survey, May, 1953* ***1953 California State Roster* ****Consumer Markets' 52-53 Edition*

HOW YOU CAN USE YOUR SALES AND ADVERTISING DOLLAR TO SELL YOUR PRODUCT IN THE "SMULLIN TV STATIONS" AREA

★ ONE HALF PAGE, ONE TIME ONLY, IN THE 22 WEEKLY NEWSPAPERS PUBLISHED WITHIN THE "SMULLIN TV STATIONS" AREA. . . **$926.20**

★ ONE HALF PAGE, ONE TIME ONLY, IN THE 6 DAILY NEWSPAPERS PUBLISHED WITHIN THE "SMULLIN TV STATIONS" AREA. . . **$480.40**

★ ONE CLASS B HALF HOUR PROGRAM ON THE 13 RADIO STATIONS OPERATING WITHIN THE "SMULLIN TV STATIONS" AREA . . . **$268.30**

ONE CLASS B HALF HOUR PROGRAM ON "SMULLIN TV STATIONS". . . $130.00

Write, Wire or Phone

Smullin TV Stations

Box 1021, Eureka, California
Phone Hillside 3-1621 TWX 16

General Manager: *Wm. B. Smullin*

National Representative: **Blair TV, Inc., New York 17, Chrysler Bldg., 150 E 43rd St., Murray Hill 2-5644**
Chicago 11—*520 N. Michigan Ave., Su 7-5580* • **Los Angeles 28**—*6331 Holywood Blvd., Granite 6103* • **San Francisco**—*3010 Russ Bldg., Yukon 2-7068* • **Detroit 26**—*1115 Book Bldg., Woodward 5-3230* • **St. Louis 1**—*434 Paul Brown Bldg., Chestnut 5688* • **Dallas**—*Rio Grande National Bldg., Riverside 4228*

Affiliated with CBS Television

The Basic Benefit

Select these Stations for SPOT RADIO

EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000

. . . .

WCSC	Charleston, S. C.	CBS	5,000
WIST	Charlotte	MBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk-Newport News	ABC	5,000
WPTF	Raleigh-Durham	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	NBC	10,000
WIRE	Indianapolis	NBC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000

. . . .

KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000

MOUNTAIN AND WEST

KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

its of SPOT RADIO

3 "Choice of Time – Your Own Choice!"

by HAL HOAG
V. P. and Western Manager

If you believe that skillful *timing* has anything to do with the success of advertising, you automatically believe in Spot Radio.

National Spot can beat the clock *and the calendar* every day of the year. It defeats the nation's four time zones. It enables you to reach your best prospects at the best time prior to their average time-of-buying *for your product,* whether that time is seasonal, weekly or daily. With Spot Radio you can also air your programs or announcements at periods of highest listenership — which may vary all over the clock in different cities and even on different stations in the same city. . .

Choice of Time is only one of seven basic advantages of Spot Radio. Perhaps it's time right now for you to consider some Spot on the top stations listed at the left.

1 CHOICE OF MARKETS
2 CHOICE OF STATIONS
3 CHOICE OF TIME
4 CHOICE OF PROGRAMS
5 CHOICE OF AUDIENCES
6 CHOICE OF BUDGETS
7 CHOICE OF MERCHANDISING

FREE & PETERS INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

KMAC reaches all of the people some of the time— NOT some of the people of the time! —part of the time!

1ST IN

PUBLIC SERVICE

NEWS SPORTS

MYSTERIES

KID SHOWS DRAMA

HILLBILLY, POPULAR, RACE & OPERA MUSIC

RELIGIOUS — AND MANY OTHERS

More people listen to KMAC because KMAC serves more people

REPRESENTED NATIONALLY BY
THE WALKER REPRESENTATION CO., INC.

KMAC
26 YEARS OF SERVICE
MUTUAL on 630
SAN ANTONIO, TEXAS
HOWARD W. DAVIS, Owner

our respects

to ALICE LOUISE SHEIN

BACK in 1936 the money ran out. A heartbroken co-ed at West Virginia U., who for years had nursed along the dream of a legal career, put her books on the shelf and went job-hunting in Columbus, Ohio.

The disappointed Portia was Alice Shein, who recently became a national industry figure as the first woman to head a state broadcasters association.

Miss Shein's Columbus job-searching ended in Bullock's ready-to-wear store. One day the manager decided he wanted a woman's voice for a radio program—a voice "without drahmah or syrup." He took Miss Shein to the WHKC studios and she started doing spots and programs.

This went on for a year—until a major fire completely destroyed Bullock's store. With a long rebuilding process in the offing, Miss Shein went back to the old home town—Williamson, W. Va.—for a visit. Hearing that somebody was going to build a radio station in Williamson, she wandered downtown and asked the owner for a job.

A few weeks later—April 19, 1939—WBTH took the air and Miss Shein was a charter member of the staff. Then came the war, and with it the manpower problem that haunted all stations. Miss Shein's recollection of those wartime days runs like this:

"Every time we couldn't replace someone in a hurry, I got a promotion. There was no question of not taking it. You accepted the job or you weren't working here. Early 1942 found me managing the place. It's a good thing I knew Williamson because I surely didn't know radio."

There's considerable evidence to dispute Miss Shein's claims to radio ignorance. As to her business acumen, she showed signs of management possibilities in 1944 when WBTH was sold. Introduced to the new owner, she suggested he offer the station to her if he ever had a notion to sell.

The notion developed in 1948. Miss Shein was interested—and how! After carefully analyzing her investment portfolio, consulting her bank and foraging into far corners of her purse, she came up with 25% of the price. Fortunately she had friends in Williamson, and they came through by taking up the remaining 75%.

In due course the FCC lent its approval and Alice Shein found herself in charge of the city's radio station. A realist, she refers to WBTH as "a small-town station." And with self-effacing frankness, she insists she substitutes "devotion to occupation for missing talent."

With that introduction, her concept of radio philosophy proceeds in this way: "There is absolutely no outlet like small-town radio for those who find that their skill lies wholly in a sincere regard for the public interest, convenience and necessity. It's always a source of new pleasure to find that commercial return seems to grow in direct proportion to a station's sense of community responsibility and civic welfare. That's Radio, children, and I love it."

Miss Shein has decided views on the role of state associations in the broadcasting industry. She expresses them in this manner: "I consider a state organization the fundamental and most effective one for broadcasters. It encourages widespread active participation; acts quickly and effectively on the local level; consolidates attitudes; gives substance to the industry; provides for the exchange of ideas that work at home; promotes friendship and respect for broadcasters and broadcasting."

When the West Virginia Broadcasters Assn. delegates assembled last April 13, divergent views quickly developed on many topics. On one point there was unanimity—the choice for a president.

Alice Shein had served the association four years as secretary. She had taken the job seriously and had devoted time and energy to promotion of the project. Her views on the group's activity show how far her loyalty goes:

"Early in the association's history I became an ardent meeting-goer because the able and experienced ones knew the things I positively had to learn. And I'm still asking questions. Naturally, I was always enthused about an organization that was doing my job for me, and gradually equipping me to do it.

The intricacies of running an association are holding Miss Shein's close attention as she gathers experience. "Our association has some real problems," she says. "What one doesn't? Get two people together and you have three opinions. But when the rest of the officers, the board of directors, and the members get through working this year, it will have been a good one. Our past presidents have set a pace that doesn't allow us to relax."

Miss Shein's public service concept gets down to the basics of broadcasting. "A good day," she says, "is one when we provide baby sitters for voting mothers, find a doctor for someone, call the Red Cross, Fire Dept. and life-saving crew."

Very much an alert executive with an appreciation of a balanced station budget as a means of providing better service to Williamson and the surrounding area, Miss Shein adds this significant observation:

"The rest is just routine."

She is active, of course, in community activities. Her organization connections include Chamber of Commerce (only woman member); Williamson Woman's Club; Red Cross and Salvation Army boards; Big Sandy Valley Assn. (only woman director); Sigma Delta Tau (social) and Delta Phi Alpha (honorary). Her hobbies include "dancing, eating and swimming—in that order."

Speaking of power...

Paul Bunyan always delivered an oration on the occasion of a great undertaking. When he dug Lake Michigan his message was so monumental, scholars say, that nine days and eight nights were required for its presentation.

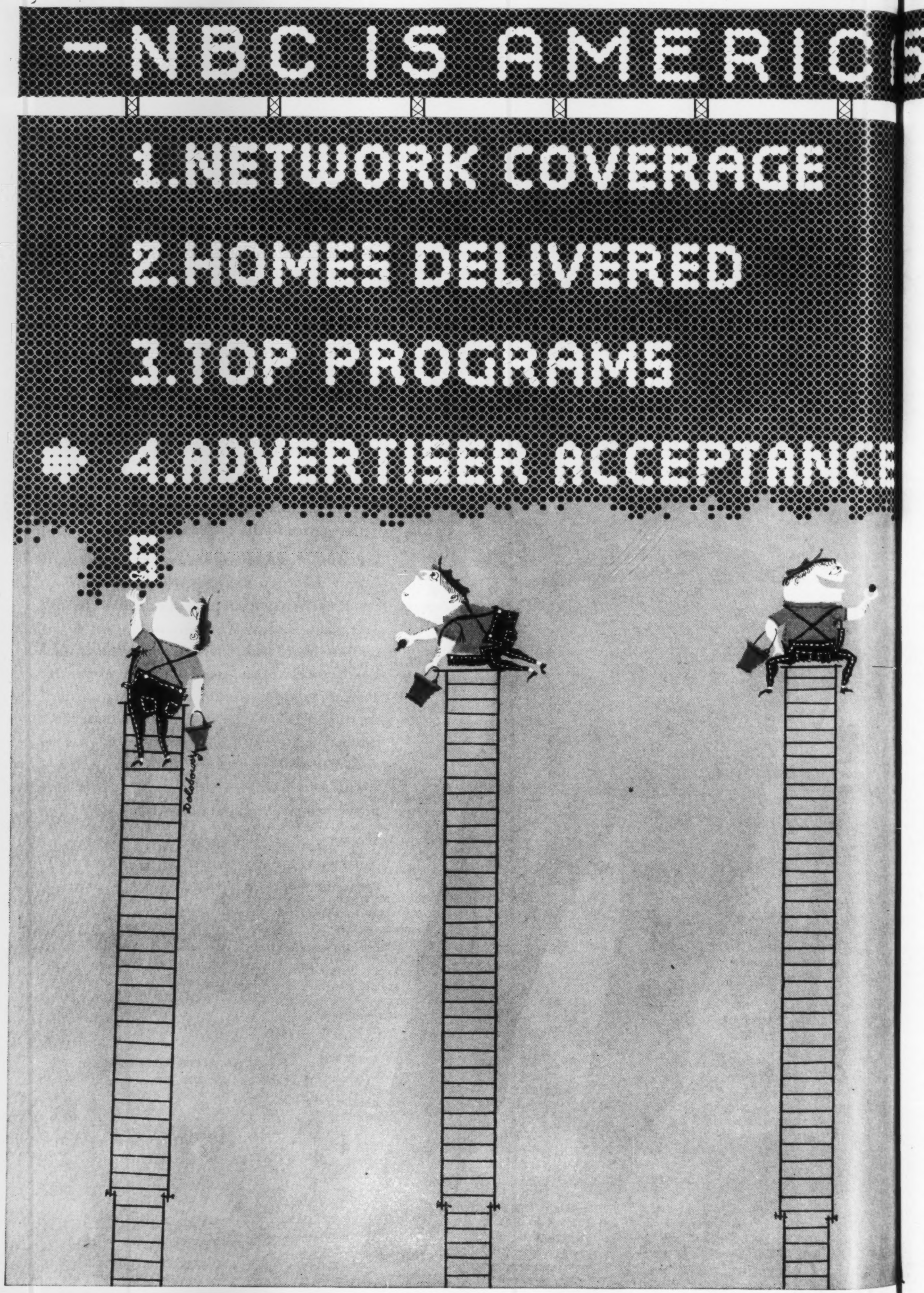
Far more effective today than such monumental oratory are a few well-chosen words on your behalf by WCCO Radio, the Northwest's 50,000-watt giant. Because WCCO's powerful voice reaches clearly into 109 primary counties in four Northwest states and commands a larger weekly audience in 82 of these 109 counties than any of the more than 200 other stations heard throughout this mammoth area.* (In the Minneapolis-St. Paul area, WCCO Radio speaks *so persuasively* that it wins *more than five times as many* quarter-hour firsts as all other radio stations combined!*)

If you've got a sales message for the vast Northwest, you *need* powerful WCCO Radio to speak for you. We'd like to.

---

*Standard Audit and Measurement Services, 1952.*Pulse: May-June, 1953

Minneapolis-St. Paul **WCCO RADIO**
Represented by CBS Radio Spot Sales


-NBC IS AMERIC
1.NETWORK COVERAGE
2.HOMES DELIVERED
3.TOP PROGRAMS
4.ADVERTISER ACCEPTANCE
5
Dolobowsky

NO. 1 NETWORK—

➡ 4

More advertisers use NBC than any other network

A television network's severest critic is the advertiser. His opinion is very simply expressed by his presence or his absence.

NBC is the advertiser's favorite night and day. Here's how the nation's 178 network advertisers show their preference:

	NBC	NETWORK #2	NETWORK #3	NETWORK #4
NO. DAYTIME ADVERTISERS	**58**	38	12	6
NO. NIGHTTIME ADVERTISERS	**48**	43	22	18
TOTAL ADVERTISERS*	**96**	73	32	24

Of NBC's 96 advertisers, two-thirds use NBC exclusively.
Moreover, of the 30 *new* advertisers who entered television the first four months of 1953, 17 chose NBC—more new advertisers than used all other networks combined.

Such a vote of confidence by the nation's television network advertisers is another reason why **NBC is America's No. 1 Network.**

Soon . . . further proof.

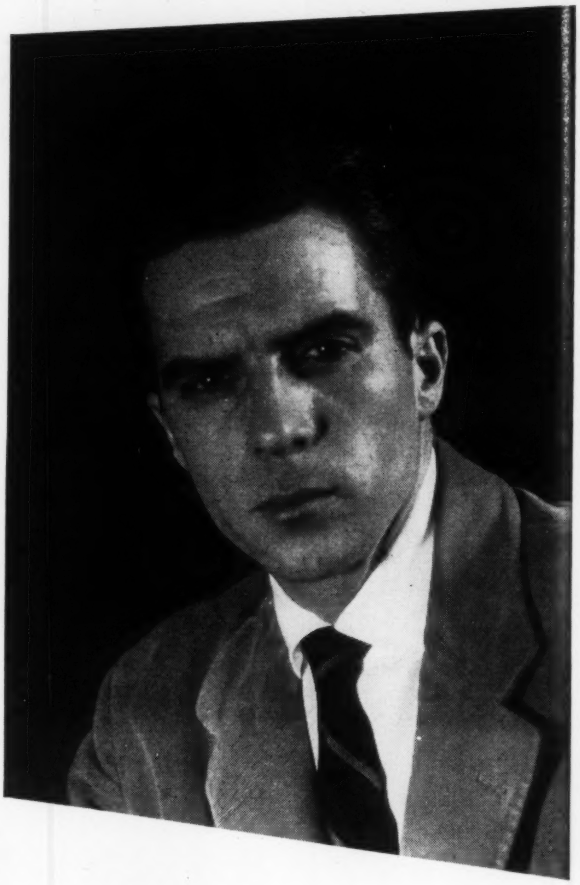
NBC's Audience Advantage is to Your Advantage . . . Use It.

NBC TELEVISION

a service of Radio Corporation of America

SOURCES: *P. I. B. January-April, 1953*
**Totals reflect the use of both daytime and nighttime by some advertisers*

Another Reason Why WPTF is North Carolina's Number One Salesman



HE'S GOT A MILLION COUNTRY COUSINS

"Nothin' could be finer than to be in Carolina" . . . . . on Saturday night . . . . . especially when WORTH WHITE stuffs nickels in his "HILLBILLY JUKEBOX". Country-style music the coin machines are playing get a quick intro and a fast spin from this folksy authority on cross-roads rhythm. WORTH WHITE adds the real hoe-down touch to the team which makes WPTF the Number One Salesman in North Carolina, the South's Number One State.

- North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians listen to WPTF than to any other station.

North Carolina's Number 1 Salesman

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 WATTS 680 KC

FREE & PETERS NATIONAL REPRESENTATIVE

WPTF

R. H. MASON, General Manager, GUS YOUNGSTEADT, Sales Manager

BROADCASTING
TELECASTING

July 27, 1953 Vol. 45, No. 4

POLITZ STUDY AFFIRMS PENETRATION OF RADIO

Radio's strong hold on people is factually pointed up in this thorough survey, commissioned for the industry by stations represented by Henry I. Christal Co. The report goes deeper than a straight statistical report on the number of listener homes. It tells the 'who,' 'where,' 'how' and 'why' of the audience.

THE PERVASIVENESS of radio and people's reliance upon it, making it "an indispensable medium," are spelled out in a report being released this week detailing findings of a survey commissioned for the industry by the 11 radio stations represented by Henry I. Christal Co.

Conducted for the Christal stations by Alfred Politz Research Inc., made in TV markets exclusively, and designed as a project "to measure the radio medium in a new and significant dimension," the study concentrated on "people" rather than "homes," and undertook to find the "who," "where," "how," and "why" of radio listening "as well as the sheer number of radio listeners."

Radio's Place

The report, a preliminary account titled "Radio's Place in the Daily Life of the American People," makes the following "general findings" backed up by statistics:

Radio emerges in this study as an indispensable medium—important to advertisers because it is important to people.

In television areas of the United States, virtually all of the people use radio. On the average day, two out of three adults in these areas listen to radio. During the average week, almost nine out of ten people in the adult population are included in radio's audience.

Radio is a universal medium. Its appeal cuts across all economic and educational levels. It has unmatched ability to penetrate—to reach people wherever they are.

It operates indoors and outdoors, as a constant companion to the people.

It operates, without ever stopping, for a changing dynamic audience.

It commands a universal audience—by size, geography, income, education, age, sex—which devotes a huge amount of its time to listening to the radio.

The People Insist

The people accept radio. More than that, they insist on having it.

The majority of people depend on radio as a source of contact with the outside world. In time of emergency they turn to it for information.

People primarily are favorable toward radio and rely on it for entertainment, relaxation, information—and most of all, perhaps, because they enjoy it.

People like radio because they can use it while they are doing other things. They consider it a full time servant, not a part time or spare time activity. They realize that it fits into the family's living—working—playing pattern. They approve of its unique ability to adapt itself to other activities of its listeners. This, in the minds of the people, is radio's greatest distinguishing characteristic and its greatest distinctive advantage to them.

The way most people feel about radio—its impact on them—cannot be described in a single statistic. Their dependence on the medium, as a conclusion of this study, is not based on any individual figure. But all of the figures together point unmistakably in this direction.

The survey was based on 4,985 personal interviews, using a probability sample representing the 61,600,000 people, 15 years old and over, who live in TV areas. This, it was noted, is 57% of the total adult population of the U. S. Within the survey area, 72% have TV sets. They also have radio sets. The survey showed that of the total adult population in TV areas, 58,200,000, or 95%, have one or more home radios in working order; 32% have two sets; 23% have three to seven. Also, 31,800,000 or 52% have one or more radio-equipped automobiles.

Home set ownership was found to be highest in the upper economic level (99%); even in the lowest groups it was 90%. Among people with college education, 98% have radios; among people who did not complete grade school, 85%.

These home sets are kept all over the house. One out of three is usually in the living room; 31% in the bedroom; 23% in the kitchen; the rest in various other places. Three out of four home sets are table models (64%) or portables (12%).

Says the report:

"These figures are impressive. They are radio's basic statistics, important to any description of the medium's size and scope. But constant repetition has served, to a degree, to dull their real significance. They are necessary, and incorporated in this report, primarily to provide a frame of reference for its major objective: To describe the sources of radio's great vitality."

The report turned then to radio's adaptability and availability, and people's listening habits.

Radio listening in TV areas, the report

THE AUDIENCE IN MOTION: Where People Listen—At Home

PEOPLE WHO LISTEN ON AN AVERAGE DAY	KITCHEN	LIVING ROOM	BEDROOM	DINING ROOM	OTHER PLACES AT HOME
Between Waking and Breakfast	57%	16%	35%	4%	6%
During Breakfast	81%	6%	2%	7%	2%
Between Breakfast and Lunch	41%	35%	17%	10%	8%
During Lunch	61%	9%	3%	8%	5%
Between Lunch and Supper	32%	39%	15%	9%	8%
During Supper	65%	11%	2%	19%	2%
Between Supper and Going to Bed	18%	56%	22%	5%	6%

said, was found to be "not just casual listening": "The 40,900,000 in radio's daily audience listen for approximately 115,000,000 hours a day. The average individual in radio's daily audience listens for just under three hours: About 172 minutes."

Radio can occupy much of a person's time because it has little tendency to clash with people's schedules, the report continued. This ability to do other things while listening was reported by 15,800,000 persons (26%) to be radio's greatest advantage; for 2,200,000 (4%) it is the principal reason they have radio; for 4,400,000 (7%) it is what they like most about radio.

What "other things" do people do while listening? Some of the findings (and these figures do not include people who are doing nothing but listening): 13,000,000 adults in TV areas listen before breakfast, while they shave, cook, etc.; 17,200,000 listen while they eat breakfast; 12,600,000 listen between breakfast and lunch, while they're doing housework, driving, etc,; and 10,200,000 listen between lunch and dinner while they're occupied with similar chores; 9,000,000 listen while they eat lunch; 10,500,000 while they eat dinner. Between then and bedtime, the number of listeners who are also doing other things drops to 6,500,000—but during this period 11,100,000 others are doing nothing but listening.

'For Leisure and Work'

"These statistics expose and describe radio's impressive ability to inform and entertain at times when people *must* be busy on other activities," the report asserted. "Radio is a medium for leisure and also a medium for work.

THE AUDIENCE IN MOTION:

Where People Listen—Outside the Home

PEOPLE WHO LISTEN ON AN AVERAGE DAY	IN CAR, WHILE DRIVING	AT WORK	OTHER PLACES, OUTSIDE HOME
Between Waking and Breakfast	2%	1%	1%
During Breakfast	*	*	1%
Between Breakfast and Lunch	16%	7%	3%
During Lunch	1%	6%	5%
Between Lunch and Supper	15%	7%	4%
During Supper	*	*	1%
Between Supper and Going to Bed	3%	1%	2%

* Less than half of one per cent.

The almost universal set ownership and listening to radio is partly the result of this unobtrusive yet penetrating power of the medium."

The flexibility and availability of radio, enabling the medium to reach 65% of the adult population in a single average day, are pictured statistically in tables on this and preceding page. They show where in-home listening occurs and where out-of-home listening is done.

"Radio's out-of-home audience is large enough and important enough to constitute a major advertising medium," the report observed. "But advertisers have never known the true values of this audience. The exclusion of the audience from the regular ratings has reduced out-of-home listening to a less important position than it should have in evaluating the medium. As these data show, in the single time segment between breakfast and lunch, 26% of the listeners—almost 4,000,000 people—are in radio's uncounted audience outside the home."

The survey demonstrated that "radio listening goes on all day." Said the report:

"It isn't necessary, for radio to acquire its huge audience, for any particular radio set to be in use at any particular time. Radio works because it is available and convenient wherever people are and whenever they want to listen.

"In television areas, 29% of all adults start the day in radio's audience before breakfast. As the day goes on, some drop out and are replaced by others. Some who were listening, and dropped out of the audience, resume their listening after a short or long lapse of time and, often as not in a different place.

Changes and Accumulates

"All day long the audience changes. But all day long it also accumulates until by the time people go to bed, radio has reached no less than 65 out of every 100 people in television areas. By the end of the seven days, it has reached 88 out of every 100."

The survey's findings on this score were summarized in the following table:

	All People	Approximate listening time *(average number of minutes per listener)
Between Waking & Breakfast	29%	36
During Breakfast	28%	27
Between Breakfast & Lunch	27%	97
During Lunch	15%	32
Between Lunch & Supper	25%	107
During Supper	17%	37
Between Supper & Going to Bed	29%	104

* Listening time was self-appraised by the listener and so is liable to subjective error.

But, the report added, "more important than the size of these figures is the composite picture of how radio has listeners, how its audience accumulates throughout the day; who listens to radio and why they listen."

Reasons Vary

The reasons for which people listen were shown to vary. "People rely on radio, in the broadest terms, for two things: Entertainment and information. As an answer to why they have radio, 70% gave reasons referring to the medium's entertainment value . . . 66% [gave] reasons referring to information features." In the early part of the day, men were found to be more interested in getting information; women, entertainment programs. Overall, more men than women "like most" the sports content of radio (13% vs. 2%) but more women than men mentioned stories, plays and similar programs (9% vs. 16%). Musical programs were named as "liked most" by 45% of the women and 38% of the men.

As further evidence that people like radio—70% named advantages they feel it possesses. While more than 70% could not or did not name any disadvantages—the survey found that they expect to continue buying sets. Three and a half million people said they plan to buy a home set in the next few months, with two-thirds of these new sets to be additional ones for the home and one-third to be replacements. Of people who said they are actively planning to buy a car, 80% said they want it radio-equipped.

Reasons given for buying new home sets were as follows:

Why do you plan to buy a radio?	People who plan to buy a new home radio during the next few months
One for kitchen, bedroom (other room)	36%
To replace an old set	30%
(Just) need another, want one	10%
Want a clock radio	10%
Want FM radio	5%
Want a portable radio	4%
Starting a new home	2%
For a gift	1%
Other reasons	4%

High Proportion New

The report continued:

"Thus radio builds its availability, and the people their dependence on the medium. In the past four and a half years, the period of television's prodigious growth, people in the areas in which television became available bought 21,000,000 home radios alone (they have in their homes 18,600,000 television sets). As a result, a high proportion of the radios in television areas of the U. S. are new, or almost new."

The age of-radio sets was reported thus:

AGE OF HOME RADIOS

How long ago purchased	All home radios
8½ months or less	6%
8½ months to 1½ years	8
1½ years to 2½ years	11
2½ years to 3½ years	10
3½ years to 4½ years	8
4½ years to 6 years	16
6 years to 9 years	9
9 years to 11 years	10
Over 11 years	22
	100%

Only 5% of the people said they regarded a radio set as a requirement of daily living, but 49%, or 30,300,000 adults in TV areas, said they considered radio a "necessity." Indicating their reliance on the medium, 33,800,000, or 55%, said they would turn to radio to verify a rumor of war.

Mobility, Too

Radio is mobile, too. The report showed that 33,500,000 persons, or 54%, had a portable or car radio with them on their last pleasure trip. Even in cars not radio-equipped, 7,700,000 or 26%, took a radio along.

Looking over the survey findings, Alfred Politz, head of the research organization which made the study, said that in his opinion the "most significant point in the overall picture of radio," as developed by this survey, was "radio's ability to 'leak through the crevices of people's daily schedules'."

11 stations underwriting the study, all clients of the Christal company—which represents only radio stations—are WBAL Baltimore, WBEN Buffalo, WGAR Cleveland, WJR Detroit, WTIC Hartford, WDAF Kansas City, KFI Los Angeles, WHAS Louisville, WTMJ Milwaukee, WGY Schenectady and WTAG Worcester.

Spokesmen for the stations emphasized the results of the survey not only are available to all research people—among advertisers, agencies, networks, and stations—but that these people are "invited" to study both the results and also the techniques, operating procedures, design, general philosophy and all other aspects of the survey.

The final report is expected to be ready by early fall.

NTSC FILES COLOR BID; NO SWIFT ACTION SEEN

NTSC, with support from Philco, RCA-NBC and CBS, submits its final Tuesday-approved color specifications with its petition to FCC for adoption of its compatible system. Softening of certain FCC criteria is asked by Philco. FCC, although readying for action, lets it be known a decision will not be forthcoming overnight.

FCC begins clearing the decks for action—color television action—this week following a flurry of color activity last week which saw:

1. The all-industry National Television System Committee file a formal petition for the establishment of its compatible color TV standards to supersede the FCC-approved (in 1950) CBS field-sequential color system. NTSC also submitted its final draft of color signal specifications, unanimously approved by its members July 21.

2. Philco submit a formal request for establishment of the NTSC color standards, with a request for waiver of the requirement that a Washington demonstration be held, and also of the criteria that receivers must be easily operated and inexpensive. Previously, RCA-NBC had asked that a Washington demonstration not be required.

3. RCA, virtually on the heels of the NTSC document, file an amendment to its last month's petition [B•T, June 29] substituting the final NTSC standards in place of the previous signal specifications adopted by NTSC last February.

4. CBS announce that it will ask the FCC for experimental authority to telecast network programs in compatible color by mid-September, and that it supports the NTSC petition (see separate story on page 36).

Meeting This Week

Next step at the FCC, according to informed sources, will be an all-day meeting sometime later this week at which the general pattern of the color TV hearings is expected to be thrashed out.

This will be followed, it was understood, by the issuance of a formal Notice of Proposed Rule Making. This will not be issued, according to present speculation, until next week.

The notice is expected to call for comments, with provisions for counter comments following.

Second step then may be demonstrations, to be succeeded by cross-examination, it is believed.

Indications remain constant that the Commission's hearings will be conducted on paper—with demonstrations and cross-examination probably to be conducted aurally [B•T, June 22].

Behind the scenes, the Commission and its staff have been working on various facets of the projected color TV hearings since earlier this year when it became obvious formal requests for compatible color television would be forthcoming.

Although it is apparent the Commission and its staff hope the hearings will be telescoped as much as possible, any idea that they will be short and the decision swift may be discounted. One FCC official put it succinctly when he said: "It has not been the Commission's history to act hastily on matters of such significance."

Aside from scheduling of the color TV hearings design, two policy questions also must be answered by the Commission soon. They concern the requests for waiver on Washington demonstrations, put in by RCA-NBC and Philco, and the request that the Commission waive the strict interpretation of its criteria concerning color receivers' ease of operation and cost, made by Philco.

Asks No Waiver

NTSC made no request for any waiver, and in fact offered to furnish any help it could for "appropriate" demonstrations. It made no reference to apparatus.

RCA-NBC asked that demonstrations take place in New York, in view of the inconvenience and expense of adapting its Washington WNBW (TV) for color transmissions. Philco pointed out it no longer is a telecaster (it recently sold WPTZ (TV) Philadelphia to Westinghouse Radio Stations for $8.5 million) and has no Washington affiliations.

There was hope in some industry quarters that the Commission will agree to a compromise solution to its 1950 requirement that any new color TV system must be demonstrated in Washington. It was noted that the NTSC field tests have used five transmitters in as many cities and have involved receivers made by 12 manufacturers.

Philco based its request for a more liberal construction of the criteria on receiver operations on grounds that presently-known tri-color tubes give a small picture and are complicated and costly to produce.

NTSC's Names

MEMBERSHIP of NTSC is replete with names of outstanding electronics and radio-TV engineers. The industry-sponsored group is headed by Dr. W. R. G. Baker, vice president of GE's Electronics Div. Vice Chairmen are A. V. Loughran, Hazeltine research vice president; D. B. Smith, Philco research vice president and E. W. Engstrom, RCA Labs. vice president. Among other members are the following, prominent in broadcasting circles:

Dr. Allen B. DuMont, DuMont Labs; Dr. Peter Goldmark, CBS Labs vice president; Dr. Alfred N. Goldsmith, consultant; Ralph Harmon, Westinghouse Radio Stations engineering manager; Richard Hodgson, Chromatic Television Labs president (half-owned by Paramount Pictures); John V. L. Hogan, Hogan Labs; E. K. Jett, WMAR-TV Baltimore; Frank Marx, ABC engineering vice president; Charles H. Singer, WOR-TV chief engineer; Robert J. Stahl, Color Television Inc. (unsuccessful third applicant for FCC approval in the 1949-50 color hearings), and R. E. Shelby, NBC color TV system development director.

But, the Philadelphia manufacturer said, this is only an apparatus problem and probably will be licked in "two or three years."

The NTSC petition said it was understood other companies as well as RCA-NBC and itself would file petitions asking adoption of the NTSC standards. A B•T check of leading manufacturers elicited reports that GE, Sylvania and Hazeltine are thinking of submitting formal filings, but, according to spokesmen, have not reached a firm decision.

The NTSC petition, signed by Chairman Dr. W. R. G. Baker, GE, and Vice Chairmen A. V. Loughran, Hazeltine, David B. Smith, Philco, and E. W. Engstrom, RCA, declared that the signal specifications submitted are "broad in scope and afford room for a variety of apparatus design." They also contain "necessary and vital growth potential for the long-range public interest," the petition said.

Began November 1950

NTSC said it began work in November 1950 with the establishment of an *ad hoc* committee to survey the field of colorcasting. This committee reported in April 1951, outlining a broad framework for compatible color TV. Beginning in June 1951, the NTSC brief recounted, the group began holding monthly meetings.

Field testing of various specifications took the time of 106 engineers (18 fellows and 30 senior members of IRE), NTSC said. They put in more than 10,000 engineering man hours in 17 field tests.

"Based on these field tests, Panel 16 [field test color receivers] has concluded that the final technical signal specifications now proposed as standards . . . will provide a satisfactory color television service, comparable in quality of performance from a technical standpoint to that established by the present black and white standards," NTSC said.

NTSC said color transmissions were "suc-

NTSC Details Its Findings After Field Tests

FINDINGS of the NTSC as a result of its field tests earlier this year have established these facts as the basis for its belief it has met the FCC's criteria for a compatible color TV system, the NTSC petition stated. They are:

(a) The proposed standards provide a signal which is capable of (1) operating within a 6 megacycle channel; (2) producing a color picture which has a high quality of color fidelity, adequate apparent definition, good picture texture (not marked by such defects as misregistration, line crawl, jitter or unduly prominent dot or other structure), of sufficient brightness so as to permit adequate contrast range, and capable of being viewed under normal home conditions without objectionable flicker.

(b) These proposals accomplish an improvement in the existing standards in that they permit the broadcasting of color and at the same time operate black and white receivers by affording them a high quality black and white picture.

(c) These proposals require no changes in black and white receivers in order to permit them to continue to receive the service for which they were designed.

(d) In the field tests conducted under NTSC auspices transmitters and receivers of a number of manufacturers were successfully demonstrated.

(e) The proposed standards provide a signal which is not unduly susceptible to interference as compared with present black and white service and is capable of transmitting color programs over suitably equalized existing intercity relay systems.

cessfully" sent over both intercity microwave relays and coaxial cables.

A full final report, together with final panel reports—the NTSC was divided into 19 panels—will be furnished the FCC within whatever period is permitted in the Commission's Notice of Rule Making, the NTSC said.

In conclusion, NTSC said: "By the submission of this petition the NTSC signifies its conclusion that the signal specifications which it proposes are now ready for adoption by the Commission as the standards for commercial color television broadcasting, replacing the present color standards."

Philco, in its petition, said it had conducted color TV research for more than a decade and has spent "several million" dollars. "In our opinion," the Philco document said, "a complete and satisfactory solution has been found as a result of the work of the NTSC."

For the first time, it was revealed in the Philco petition that some questions regarding interference to amateurs were raised by the American Radio Relay League. These were "satisfactorily" resolved by a joint NTSC-ARRL group in June 1953, Philco said.

In discussing its position on tri-color tubes, Philco said:

"Philco wishes to emphasize that it is its opinion that difficulties with present receivers are completely independent of the standards proposed and have no bearing on the standards. Moreover, the standards do provide a signal which can be accepted by a receiver apparatus which, except for the display, is simple to operate, is inexpensive and is capable of mass production."

Philco said it would send one of its receivers to the FCC laboratory upon request and asked that its design be kept confidential.

Broadcasters, Philco suggested, should be permitted to transmit color programs "at their option." This recommendation is new.

GE ANNOUNCES COLOR TV PLANS

GE announced last week that its transmitters would take a network color signal and broadcast it for black and white reception with no changes required, and for color reception with "only minor changes."

This was qualified, it was explained, on the premise that the color network signal be of "reasonable quality."

Where the network color signal is not of "reasonable quality," GE said a color stabilizing amplifier, gamma amplifier, color monitor and several modification kits would be necessary. This will cost "less than $20,000," GE said, and will be available the first quarter of 1954.

Slide and film color equipment, for station origination, will cost $68,500 additional, GE said. For live programs, equipment including color studio cameras and switching equipment, will cost "at least an additional $70,000," the company said.

GE estimated its special color TV transmitting equipment will be available by the end of 1954.

Earlier this month, RCA offered custom-built color equipment to station operators at prices ranging from $14,000 for transmitting network signals to $66,500 for studio gear [B•T, July 6].

CBS-TV BACKS NTSC COLOR PETITION, PLANS OWN COLORCASTS IN SEPTEMBER

No whit dismayed at failure of its own non-compatible color system to win over industry, CBS-TV will meet color competition as handily as it did monochrome, its president, J. L. Van Volkenburg, indicates in letter to affiliates on the network's plans to utilize the NTSC compatible system.

CBS TELEVISION plans to start color programming on its network utilizing the NTSC compatible color system in mid-September, J. L. Van Volkenburg, president, announced Thursday. Application to the FCC, required for such experimental colorcasts, was then in the process of preparation, it was learned.

CBS support for the NTSC petition also was proclaimed. The announcement, coming within hours of the filing of NTSC's application for Commission approval of its color TV system for commercial operation, indicated CBS-TV is not going to waste any time sulking over the failure of its own non-compatible system to win industry acceptance after securing FCC approval, but is determined to compete just as hard in the field of color TV as it has in monochrome television and in radio.

In a letter to CBS-TV affiliates, Mr. Van Volkenburg said that if and when the Commission adopts the NTSC standards, CBS immediately will start a regular schedule of network colorcasts utilizing that system. The experimental color telecasts planned prior to FCC action on new color standards, he said, will include selected network sustaining programs.

CBS-TV Planning

Further steps being taken by CBS-TV to induct its affiliate stations into the operating problems of NTSC color, Mr. Van Volkenburg said, will include a color clinic to be held this fall for executives of these stations. He also reported that William B. Lodge, CBS-TV vice president in charge of engineering, is sending to the chief engineer of each affiliated station a detailed report on the network's color plans, on what is being done at CBS-owned TV stations, on the FCC authorization requirements and on equipment considerations.

"Even though the NTSC system may not be adopted before the end of six months or more, and though it is likely that color receiver ownership of commercial significance is rather further in the future, you may well feel that it is none too soon for you to consider the steps you should take to keep abreast of color and to take advantage of your own color networking plans," Mr. Van Volkenburg's letter states.

Aid in Deciding

"Intercity network circuits should be tested with actual programs, since the AT&T will have to make a number of changes. Your station, to carry network color programs, will have to make equipment modifications. It is my hope that our network transmissions in color, the forthcoming color clinic and the technical information Bill Lodge is sending your chief engineer will help you decide how soon and to what extent you will make expenditures in anticipation of color."

At first, Mr. Van Volkenburg said, the CBS-developed field sequential system of color was "strongly advocated," but now, "with more that 24 million black-and-white receivers in the hands of the public, we feel that it is no longer feasible to advocate this system, at least so long as there appears to be such promise of a prompt compatible color service. It is for this reason that we have concentrated our recent efforts on the NTSC system.

"We have cooperated with the industry and the NTSC in that committee's work. CBS has been represented on the NTSC and its subcommittees by CBS Television engineers and by representatives of CBS Laboratories Division and CBS-Columbia. As members of NTSC, we have supported, and support, its petition."

THE TECHNICAL SIDE OF NTSC'S SYSTEM

LAST February, NTSC adopted tentative signal specifications for a compatible color television system pending final field tests. As a result of field tests this spring, the standards were revised and finally adopted last Tuesday.

No radical changes have been made in the final specifications from those adopted earlier this year. However, NTSC has put specific numerical values on a number of factors which were more loosely indicated previously, thus establishing more concrete boundaries for the signal. The revised standards also indicate that some of the tolerances adopted earlier have been relaxed, thus making them less critical.

Among the new items particularized in the final NTSC standards are those concerned with (1) vertical scanning frequency, (2) amplitude of the radiated signal, and (3) angles of the subcarrier.

Changes in numerical values were made in (1) delay specifications, (2) blanking level, and (3) gamma exponent.

The complete text of NTSC's final standards is as follows:

NATIONAL TELEVISION SYSTEM COMMITTEE SIGNAL SPECIFICATION *

Approved by Panel 13, July 8, 1953 and the National Television System Committee July 21, 1953

I. GENERAL SPECIFICATIONS

A. *Channel*

The color television signal and its accompanying sound signal shall be transmitted within a 6 megacycle channel.

B. *Picture Signal Frequency*

The picture signal carrier, nominally 1.25

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* These signal specifications are identical with the signal specifications approved by the National Television System Committee on July 21, 1953.

TELEVISION SYNCHRONIZING WAVEFORM

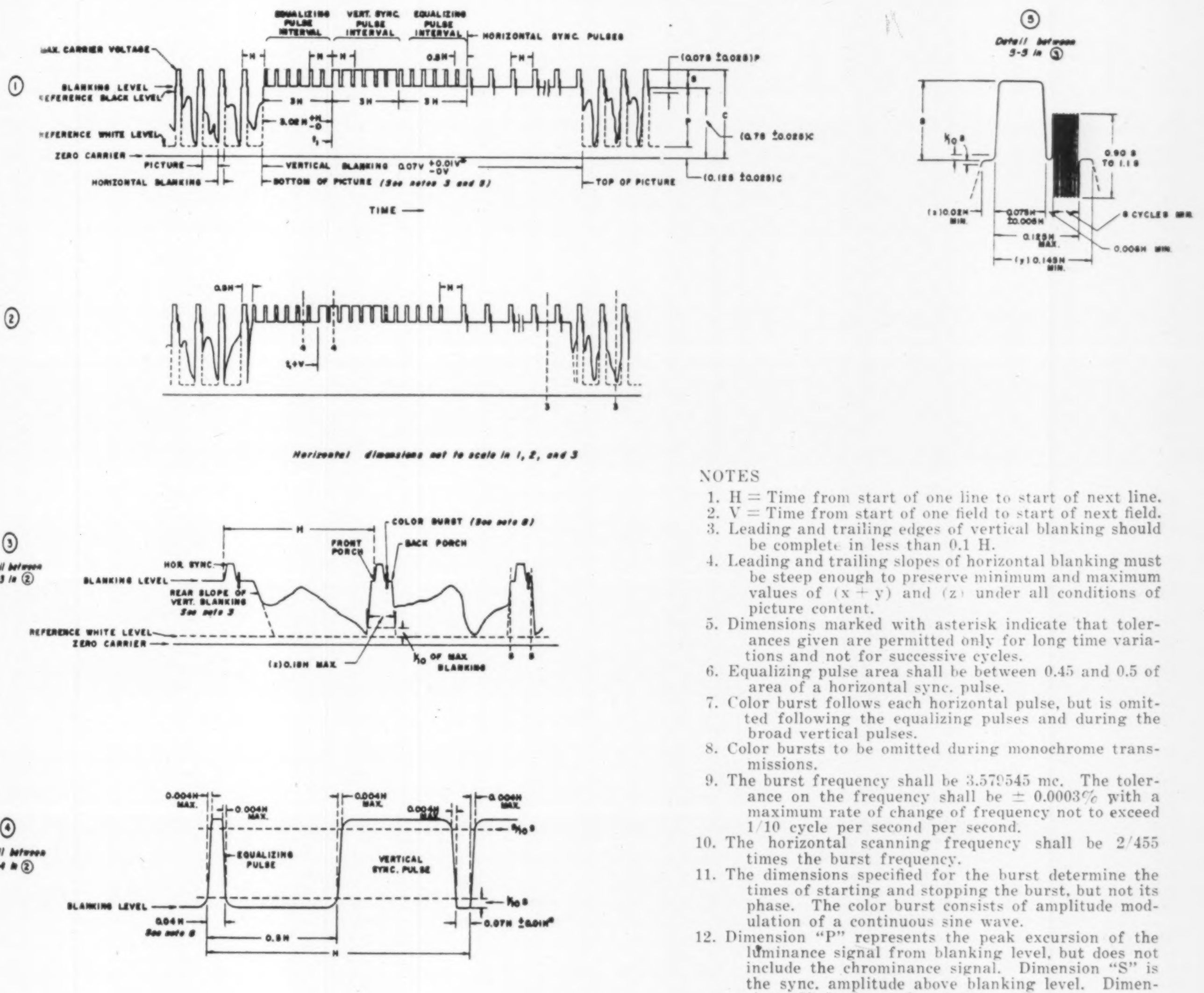
①
MAX. CARRIER VOLTAGE
BLANKING LEVEL
REFERENCE BLACK LEVEL
REFERENCE WHITE LEVEL
ZERO CARRIER
PICTURE
HORIZONTAL BLANKING
EQUALIZING PULSE INTERVAL
VERT. SYNC. PULSE INTERVAL
EQUALIZING PULSE INTERVAL
HORIZONTAL SYNC. PULSES
H
0.5H
3H
3H
3H
3.02 H +H -0
t_1
VERTICAL BLANKING 0.07V +0.01V* -0V
BOTTOM OF PICTURE (See notes 3 and 5)
TOP OF PICTURE
(0.075 ±0.025)P
(0.75 ±0.025)C
(0.125 ±0.025)C
S
P
C
TIME
②
0.5H
H
t_1 + V
3
3
Horizontal dimensions not to scale in 1, 2, and 3
③
Detail between 3-3 in ②
H
COLOR BURST (See note 8)
FRONT PORCH
BACK PORCH
HOR. SYNC.
BLANKING LEVEL
REAR SLOPE OF VERT. BLANKING See note 3
REFERENCE WHITE LEVEL
ZERO CARRIER
(z) 0.18H MAX.
1/10 OF MAX. BLANKING
5
5
④
Detail between 4-4 in ②
0.004H MAX.
0.004H MAX.
0.004H MAX.
0.004H MAX.
0.004H MAX.
EQUALIZING PULSE
VERTICAL SYNC. PULSE
9/10 S
1/10 S
BLANKING LEVEL
0.04 H See note 6
0.5 H
H
0.07H ±0.01H*
⑤
Detail between 5-5 in ③
S
1/10 S
(x) 0.02H MIN.
0.075H ±0.005H
0.125H MAX.
(y) 0.145H MIN.
0.90 S TO 1.1 S
8 CYCLES MIN.
0.006H MIN.

FIGURE I

NOTES

1. H = Time from start of one line to start of next line.
2. V = Time from start of one field to start of next field.
3. Leading and trailing edges of vertical blanking should be complete in less than 0.1 H.
4. Leading and trailing slopes of horizontal blanking must be steep enough to preserve minimum and maximum values of (x + y) and (z) under all conditions of picture content.
5. Dimensions marked with asterisk indicate that tolerances given are permitted only for long time variations and not for successive cycles.
6. Equalizing pulse area shall be between 0.45 and 0.5 of area of a horizontal sync. pulse.
7. Color burst follows each horizontal pulse, but is omitted following the equalizing pulses and during the broad vertical pulses.
8. Color bursts to be omitted during monochrome transmissions.
9. The burst frequency shall be 3.579545 mc. The tolerance on the frequency shall be ± 0.0003% with a maximum rate of change of frequency not to exceed 1/10 cycle per second per second.
10. The horizontal scanning frequency shall be 2/455 times the burst frequency.
11. The dimensions specified for the burst determine the times of starting and stopping the burst, but not its phase. The color burst consists of amplitude modulation of a continuous sine wave.
12. Dimension "P" represents the peak excursion of the luminance signal from blanking level, but does not include the chrominance signal. Dimension "S" is the sync. amplitude above blanking level. Dimension "C" is the peak carrier amplitude.
13. Refer to text for further explanations and tolerances.

Mc above the lower boundary of the channel, shall conform to the frequency assigned by the Federal Communications Commission for the particular station.

C. *Polarization*

The radiated signals shall be horizontally polarized.

D. *Vestigial Sideband Transmission*

Vestigial sideband transmission in accordance with Figure 2 shall be employed.

E. *Aspect Ratio*

The aspect ratio of the scanned image shall be four units horizontally to three units vertically.

F. *Scanning and Synchronization*

1. The color picture signal shall correspond to the scanning of the image at uniform velocities from left to right and from top to bottom with 525 lines per frame interlaced 2:1.
2. The horizontal scanning frequency shall be 2/455 times the color subcarrier frequency; this corresponds nominally to 15,750 cycles per second (with an actual value of 15,734,264 ± 0.047 cycles per second). The vertical scanning frequency is 2/525 times the horizontal scanning frequency: this corresponds nominally to 60 cycles per second (the actual value is 59.94 cycles per second).
3. The color television signal shall consist of color picture signals and synchronizing signals, transmitted successively and in different amplitude ranges except where the chrominance penetrates the synchronizing region, and the burst penetrates the picture region.
4. The horizontal, vertical, and color synchronizing signals shall be those specified in Figure 1, as modified by vestigial sideband transmission specified in Figure 2 and by the delay characteristic specified in III.B.

G. *Out-of-Channel Radiation*

The field strength measured at any frequency beyond the limits of the assigned channel shall be at least 60 db below the peak picture level.

II. SOUND

A. *Sound Signal Frequency*

The frequency of the unmodulated sound carrier shall be 4.5 Mc ± 1000 cycles above the frequency actually in use for the picture carrier.

B. *Sound Signal Characteristics*

The sound transmission shall be by frequency modulation, with maximum deviation of ± 25 kilocycles, and with preemphasis in accordance with a 75 microsecond time constant.

C. *Power Ratio*

The effective radiated power of the aural-signal transmitter shall be not less than 50 per cent nor more than 70 per cent of the peak power of the visual signal transmitter.

III. THE COMPLETE COLOR PICTURE SIGNAL

A. *General Specifications*

The color picture signal shall correspond to a luminance (brightness) component transmitted as amplitude modulation of the picture carrier and a simultaneous pair of chrominance (coloring) components transmitted as the amplitude modulation sidebands of a pair of suppressed subcarriers in quadrature having the common frequency relative to the picture carrier of + 3.579545 Mc ± 0.0003 per cent with a maximum rate of change not to exceed 1/10 cycle per sec per sec.

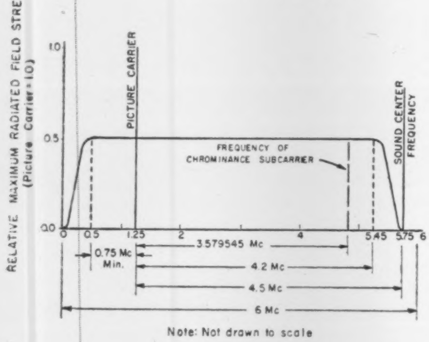

Figure 2

B. *Delay Specification*

A sine wave, introduced at those terminals of the transmitter which are normally fed the color picture signal, shall produce a radiated signal having an envelope delay, relative to the average envelope delay between 0.05 and 0.20 Mc, of zero micro-seconds up to the frequency of 3.0 Mc; and then linearly decreasing to 4.18 Mc so as to be equal to − 0.17 μsecs at 3.58 Mc. The tolerance on the envelope delay shall be ± 0.05 μsecs at 3.58 Mc. The tolerance shall increase linearly to ± 0.1 μsec, down to 2.1 Mc, and remain at ± 0.1 μsec down to 0.2 Mc[*] The tolerance shall also increase linearly to ± 0.1 μsec at 4.18 Mc.

C. *The Luminance Component*

1. An increase in initial light intensity shall correspond to a decrease in the amplitude of the carrier envelope (negative modulation).
2. The blanking level shall be at (75 ± 2.5) per cent of the peak amplitude of the carrier envelope. The reference white (luminance) level shall be (12.5 ± 2.5) per cent of the peak carrier amplitude. The reference black level shall be separated from the blanking level by the setup interval, which shall be (7.5 ± 2.5) per cent of the video range from the blanking level to the reference white level.
3. The overall attenuation versus frequency of the luminance signal shall not exceed the value specified by the FCC for black and white transmission.

D. *Equation of Complete Color Signal*

1. The color picture signal has the following composition: $E_M = E'_Y + [E'_Q \sin(\omega t + 33^\circ) + E'_I \cos(\omega t + 33^\circ)]$
where

$E'_Q =$
$0.41\,(E'_B - E'_Y) + 0.48\,(E'_R - E'_Y)$

$E'_I =$
$-0.27\,(E'_B - E'_Y) + 0.74\,(E'_R - E'_Y)$

$E'_Y =$
$0.30\,E'_R + 0.59\,E'_G + 0.11\,E'_B$

The phase reference in the above equation is the phase of the (color burst + 180°), as shown in Figure 3. The burst corresponds to amplitude modulation of a continuous sine wave.

Notes: For color-difference frequencies below 500 Kc, the signal can be represented by

$$E_M = E'_Y + [\frac{1}{1.14}[\frac{1}{1.78}(E'_B - E'_Y) \sin \omega t + (E'_R - E'_Y) \cos \omega t]]$$

In these expressions the symbols have the following significance:

E_M is the total video voltage, corresponding to the scanning of a particular picture element, applied to the modulator of the picture transmitter.

E'_Y is the gamma-corrected voltage of the monochrome (black-and-white) portion of the color picture signal, corresponding to the given picture element.[†]

E'_R, E'_G and E'_B are the gamma-corrected voltages corresponding to red, green, and blue signals during the scanning of the given picture element. The gamma-corrected voltages E'_G, E'_R, and E'_B are suitable for a color picture tube having primary colors with the following chromaticities in the CIE system of specification:

	x	y
Red (R)	0.67	0.33
Green (G)	0.21	0.71
Blue (B)	0.14	0.08

and having a transfer gradient (gamma exponent) of 2.2[‡] associated with each primary color. The voltages E'_R, E'_G, and E'_B may be respectively of the form E_R^1/γ, E_G^1/γ, and E_B^1/γ although other forms may be used with advances in the state of the art.

E'_Q and E'_I are the amplitudes of two orthogonal components of the chrominance signal corresponding respectively to narrow-band and wide-band axes, as specified in paragraph D.5.

The angular frequency ω is 2 π times the frequency of the chrominance subcarrier.

The portion of each expression between brackets represents the chrominance subcarrier signal which carries the chrominance information.

2. The chrominance signal is so proportioned that it vanishes for the chromaticity of CIE Illuminant C ($x = 0.310$, $y = 0.316$).
3. E'_Y, E'_Q, E'_I and the components of these signals shall match each other in time to 0.05 μsecs.
4. A sine wave of 3.58 Mc introduced at those terminals of the transmitter which are normally fed the color picture signal shall produce a radiated signal having an amplitude, (as measured with a diode on the R.F. transmission line supplying power to the antenna) which is down (6 ± 2) db with respect to a radiated signal produced by a sine wave of 200 kc. In addition, the amplitude of the radiated signal shall not vary by more than ± 2 db between the modulating frequencies of 2.1 and 4.18 Mc.
5. The equivalent bandwidths assigned prior to modulation to the color-difference signals E'_Q and E'_I are given by Table I.

TABLE I

Q—*Channel Bandwidth*
at 400 kc less than 2 db down
at 500 kc less than 6 db down
at 600 kc at least 6 db down

I—*Channel Bandwidth*
at 1.3 mc less than 2 db down
at 3.6 mc at least 20 db down

6. The angles of the subcarrier measured with respect to the burst phase, when reproducing saturated primaries and their complements at 75 per cent of full amplitude, shall be within ± 10° and their amplitudes shall be within ± 20 per cent of the values specified above. The ratios of the measured amplitudes of the subcarrier to the luminance signal for the same saturated primaries and their complements shall fall between the limits of .8 and 1.2 of the values specified for their ratios. Closer tolerances may prove to be practicable and desirable with advance in the art.

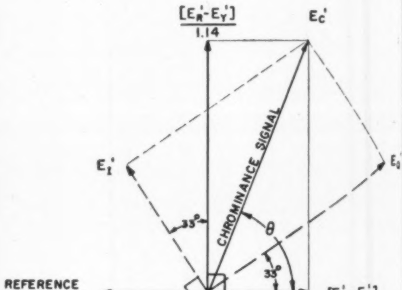

Figure 3

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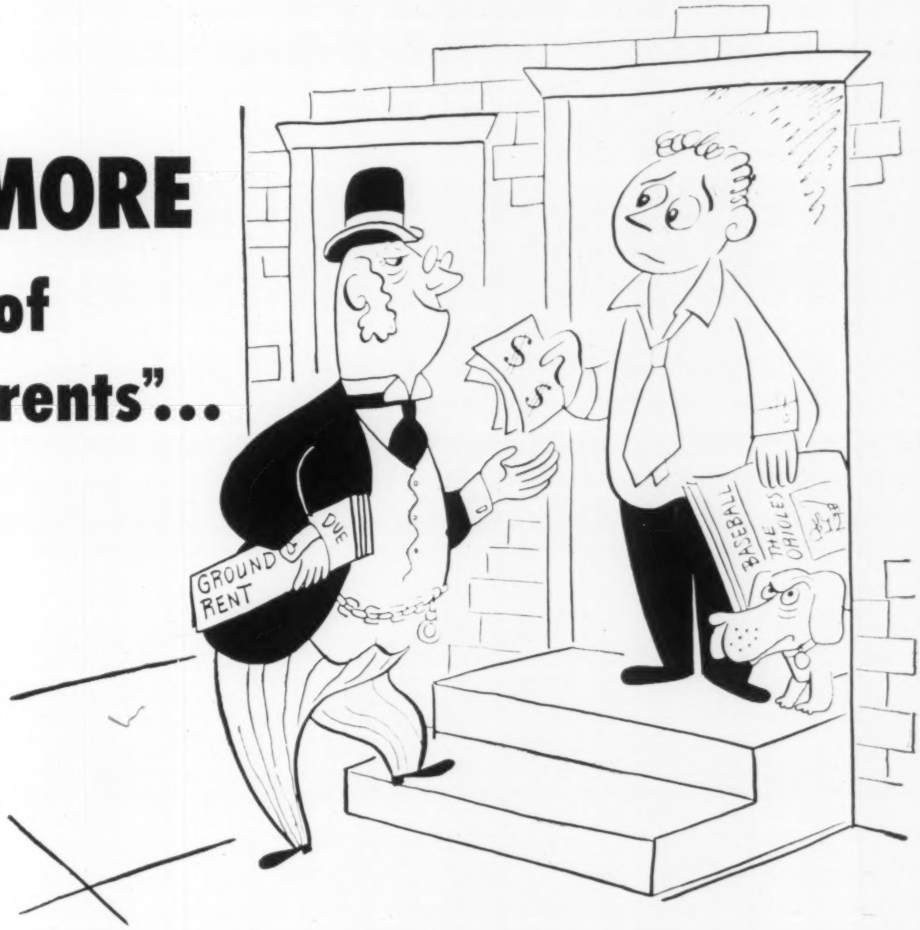
[*] Tolerances for the interval of 0.0 to 0.2 Mc should not be specified in the present state of the art.

[EDITOR'S NOTE: Brackets are used in these formulas in lieu of braces, the proper mathematical symbol.]

[†] Forming of the high frequency portion of the monochrome signal in a different manner is permissible and may in fact be desirable in order to improve the sharpness on saturated colors.

[‡] At the present stage of the art it is considered inadvisable to set a tolerance on the value of gamma and correspondingly this portion of the specification will not be enforced.

BALTIMORE
the city of "ground rents"...



In Baltimore you can buy a home without buying the land it's built on—just by paying an annual rent on the ground. That makes Baltimore different—and it's different as a market too!

A HIGHLY COMPACT MARKET!

Baltimore is the most concentrated market in America. More than 1⅓ million people packed right in the city limits and a tiny surrounding area—the densely populated parts of a few counties. W-I-T-H covers the *whole* area—at a fraction of the cost of powerful, expensive network stations, whose own affiliates overlap their coverage areas.

NIELSEN SHOWS W-I-T-H IN LEAD!

In the home city and county, W-I-T-H leads every other radio and television station in Baltimore in N.C.S. weekly daytime circulation! That means you get far more listeners-per-dollar from W-I-T-H than from any other station in town—regardless of power or network affiliation.

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IN BALTIMORE **W-I-T-H**

TOM TINSLEY; PRESIDENT • REPRESENTED BY FORJOE & CO:

AGENCY EXPLAINS CLIENT BANKRUPTCY

COHEN & MILLER Advertising Inc., Washington agency, is distributing a letter explaining the financial difficulties which beset the agency when one of its largest Washington clients, Phillip's Television & Appliances Inc., a four-store chain appliance retail firm, was forced into bankruptcy [B•T, June 29].

In a piece dated July 10 and signed by I. T. Cohen, president, and Alvin I. Miller, vice president, Cohen & Miller acknowledges it had rendered about $54,000 in invoices to Phillip's when that firm went bankrupt. Of this amount, the agency said, $9,000 was for agency services and "miscellaneous purchases" and $45,000 was due local broadcasters for use of facilities during February, March, April and May.

Will Settle Deficits

The Cohen & Miller presentation states that the agency, following accepted practice, agreed to make good deficits arising from the Phillip's bankruptcy, and that of 14 broadcasters involved, only one, WGMS, refused to "await developments" giving the agency a chance to "survive its difficulties."

Stating that it had received funds from other clients in payment for other broadcasting services, and which Cohen & Miller had earmarked for the broadcasters involved, the agency accused WGMS of filing "writs of attachment" against these funds "in an attempt to seize funds which belong . . . to other broadcasters —some of them not even remotely involved in the Phillip's situation."

The agency said it has retained every "desirable" client it had at the beginning of the Phillip's trouble in May [B•T, May 18], that "current and future obligations for our clients' use of broadcasting facilities will be fulfilled promptly," that C & M showed a "modest profit" for June without the Phillip's account, and that it has placed four expendable staff members with other firms.

The C & M piece said the agency called a meeting in June 1950 at which it predicted trouble for the Washington appliance business if TV manufacturers, distributors and retailers did not stop price-cutting, indiscriminate distribution and high-pressure practices.

The warning, and the C & M plan to prevent it, was disregarded, the agency said, with the result that Phillip's, which had expanded to a four-store operation and spread its capital too thin, went bankrupt when the change to a Republican administration created chaos among government workers.

Physical assets of Phillip's were sold at auction last week for $290,000 to George's Radio & Television Co. of Washington. Isadore Brill, bankruptcy trustee, said Phillip's cash assets now total $370,000, plus $200,000 in accounts receivable. Creditors' claims total about $675,000, he said.

132 to Carry Sheen

ADMIRAL Corp., Chicago, has ordered the 132-station DuMont TV Network lineup—described by DuMont as "the most extensive hookup of any TV program to date"—for its *Life Is Worth Living* series, featuring Bishop Fulton J. Sheen, when that program returns from summer hiatus on Oct. 13 (Tues., 8-8:30 p.m.). Agency is Erwin, Wasey & Co., N. Y. Series started on the three-station DuMont network in February 1952, and was on 75 stations by end of the 1953 season.

Florida Citrus Group Plans 'Ev'ry Day' Segment

PLANS to purchase a 13-week segment of the Meredith Wilson show, *Ev'ry Day*, were announced by the Florida Citrus Commission, Lakeland, last week. The group instructed its agency, J. Walter Thompson Co., to take the 15-minute, three-times-weekly NBC program at a cost of $126,765 in 55 eastern markets.

The citrus group already has purchased time on NBC-TV's *Today*.

Two other advertising budget items marked $20,000 to Dudley, Anderson & Yutzy, New York. Half is to be used for a "How To Do It" film to be offered to television stations. The other half will go for a home economist to appear on TV demonstration programs for Florida citrus.

1954 'Tribune' Forum Set

FIFTH annual *Chicago Tribune* Distribution and Advertising Forum has been scheduled for May 18-19 in 1954, it was announced last week. Forum topics will be determined a few weeks prior to the 1954 meetings, according to C. E. McKittrick, *Tribune* advertising manager.

NEW BUSINESS

Bristol-Myers Co. (Ammens Medicated Powder) buying additional 60-second spots on WCBS-TV New York, WPTZ (TV) Philadelphia, and WNBW (TV) Washington coinciding with powder's peak selling season. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

Remington Rand Inc., Electric Shaver Div., Bridgeport, signs for alternate-week sponsorship (with **Philip Morris** cigarettes) of *Pentagon Confidential* over CBS-TV, Thurs., 10-10:30 p.m., EDT, starting Sept. 10. Agency is Young & Rubicam, N. Y.

Wine Corp. of America (Mogen David Wine), Chicago, will sponsor "new" type of audience participation program, *Dollar A Second*, over DuMont Television Network, Sunday, 10-10:30 p.m. EDT, starting Sept. 20. Agency: William Morris Agency.

Lady Esther Ltd. (cosmetics), pioneer radio advertiser but absent from broadcast media for number of years, has signed to co-sponsor (with **Philip Morris** cigarettes) *I Bonimo* on NBC-TV, Sat., 8-8:30 p.m., effective Oct. 3. Featuring **Ezio Pinza,** dramatic program starts Sept. 12 with Philip Morris sponsoring first three weeks. Agency for Lady Esther: Biow Co.

Continental Baking Co., N. Y., has purchased new radio panel show, *Make Up Your Mind*, for its Wonderbread and Hostess Cake products to replace Irene Beasley show, CBS Radio, Mon.-Fri., 11:30-45 a.m. Ted Bates & Co., N. Y., is the agency.

AGENCY APPOINTMENTS

Vitamin Corp. of America, formerly serviced by Kastor, Farrell, Chesley & Clifford (correction of B•T, July 13), names BBDO, N. Y.

Lang & Co., Seattle (Gold Shield Coffee), appoints Wallace Mackay Co., Seattle, to handle its advertising, with **Wallace Mackay** as account executive.

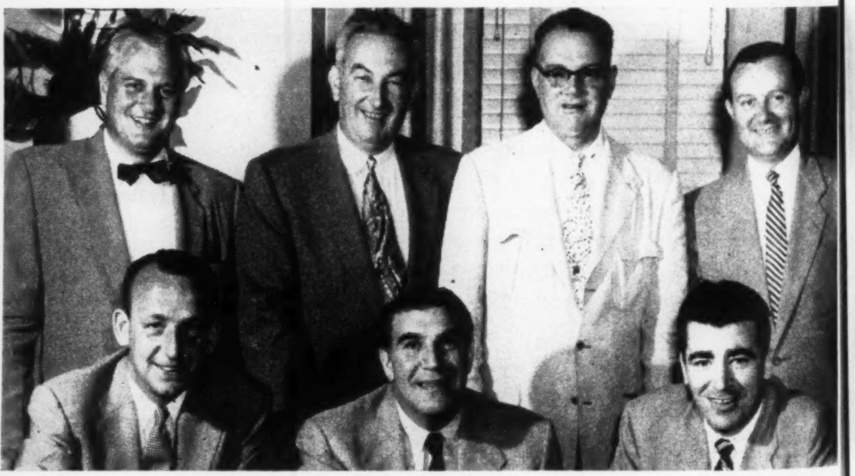
Sutherland Paper Co., Kalamazoo, Mich., appoints Price, Robinson & Frank, Chicago, to handle its advertising. Media plans will be announced later.

Centennial Flouring Mills Co., Seattle, appoints Cole & Weber, same city, to direct its advertising.

White Rock Bottlers, L. A., names Roy S. Durstine, L. A., to handle its dietonic beverages, new no-sugar, salt-free low calorie soft drink.

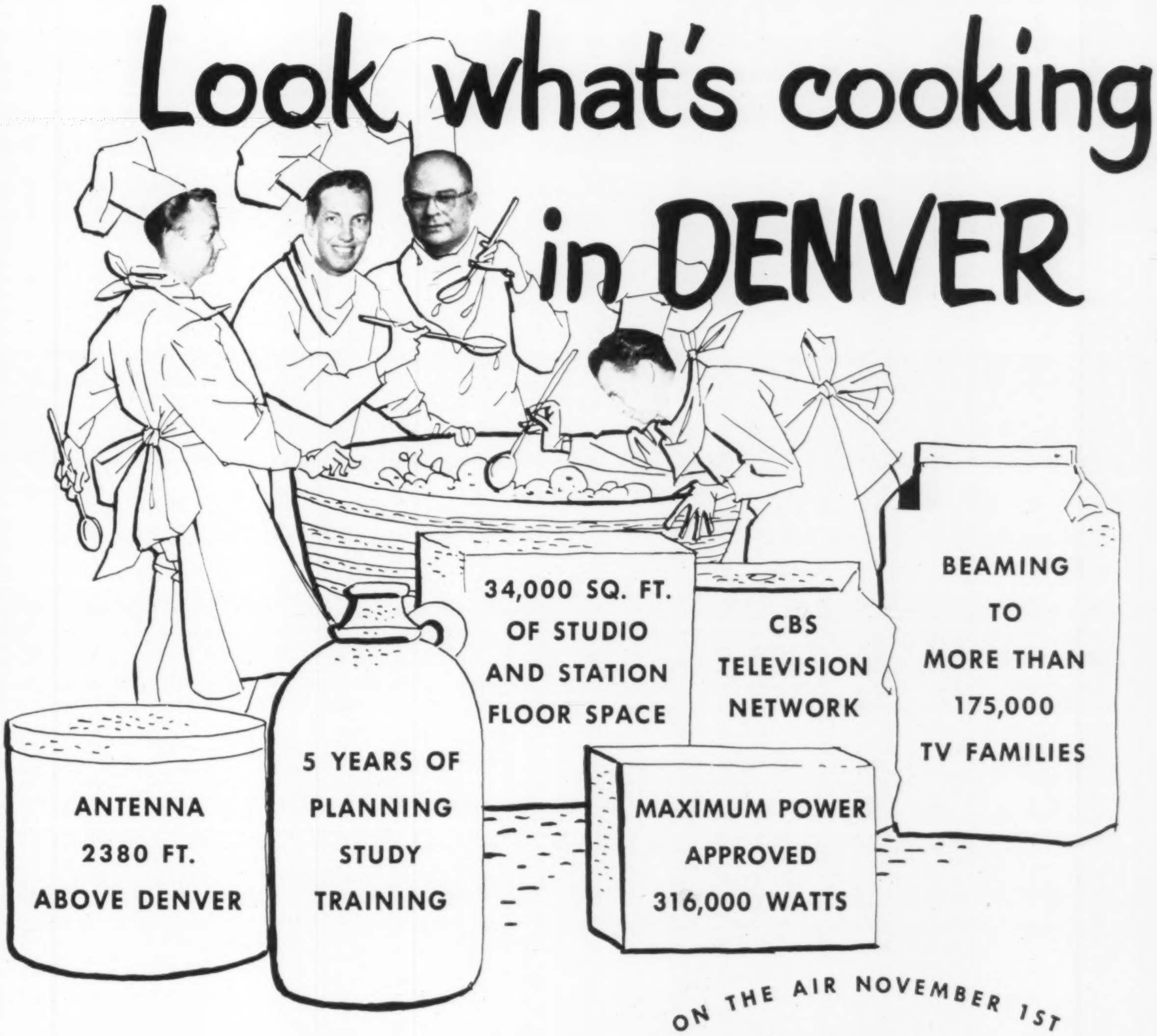
Superior Mortgage Co., Beverly Hills, Calif., appoints Mogge-Privett Inc., L. A. Radio and TV will be used.

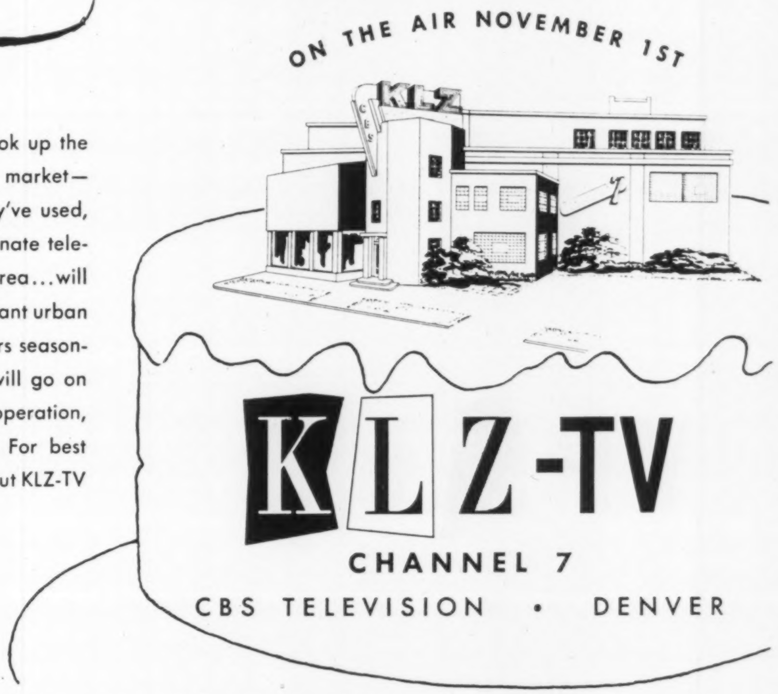
Anderson Dairy, Las Vegas (dairy products), appoints Phil D. McHugh Co., L. A. Radio-TV will be used.



FOOTBALL contests of Michigan and Michigan State will be sponsored on WJR Detroit this season by the Chrysler, Dodge, DeSoto and Plymouth dealers there. These men drew up the contract: (l to r) Seated, Worth Kramer, WJR executive vice president; Dave Barnett, president, Plymouth Dealers Assn.; Bob Powell, Powell-Gayek Advertising Agency; Standing, Al Roger, president, Dodge Dealers Assn.; Jim Mason, vice president, and Jack Rose, secretary-treasurer, Plymouth Dealers, and Bob Reynolds, WJR sports director who will handle play-by-play.

Look what's cooking in DENVER


34,000 SQ. FT. OF STUDIO AND STATION FLOOR SPACE
CBS TELEVISION NETWORK
BEAMING TO MORE THAN 175,000 TV FAMILIES
ANTENNA 2380 FT. ABOVE DENVER
5 YEARS OF PLANNING STUDY TRAINING
MAXIMUM POWER APPROVED 316,000 WATTS


ON THE AIR NOVEMBER 1ST
KLZ
CBS

Our staff has gone all out to cook up the best advertising buy in the Denver market—KLZ-TV! Look at the ingredients they've used, and you'll see why KLZ-TV will dominate television entertainment in the Denver area...will be the preferred station of this important urban and rural TV audience. With 32 years seasoning in showmanship radio, KLZ-TV will go on the air with a top-performance operation, staffed with a highly-trained crew. For best coverage of the rich Denver market, put KLZ-TV on your schedule.

KLZ-TV

CHANNEL 7

CBS TELEVISION • DENVER

ALADDIN RADIO AND TELEVISION, INC. • *See Your KATZ Man*

Are You G

XUM

Getting Your Share?

When the nest is too crowded, some individuals may be neglected and get less than their proper share of nourishment. Likewise, when there are too many stations on a list, some stations may be overlooked and left dangling on a limb.

Good national representation requires that each and every station get its full share of attention, effort and business. The individual qualities of each must first be understood, then promoted and sold to buyers of national advertising. There must be no group selling and no loss of identity. A station must be something more than a set of call letters.

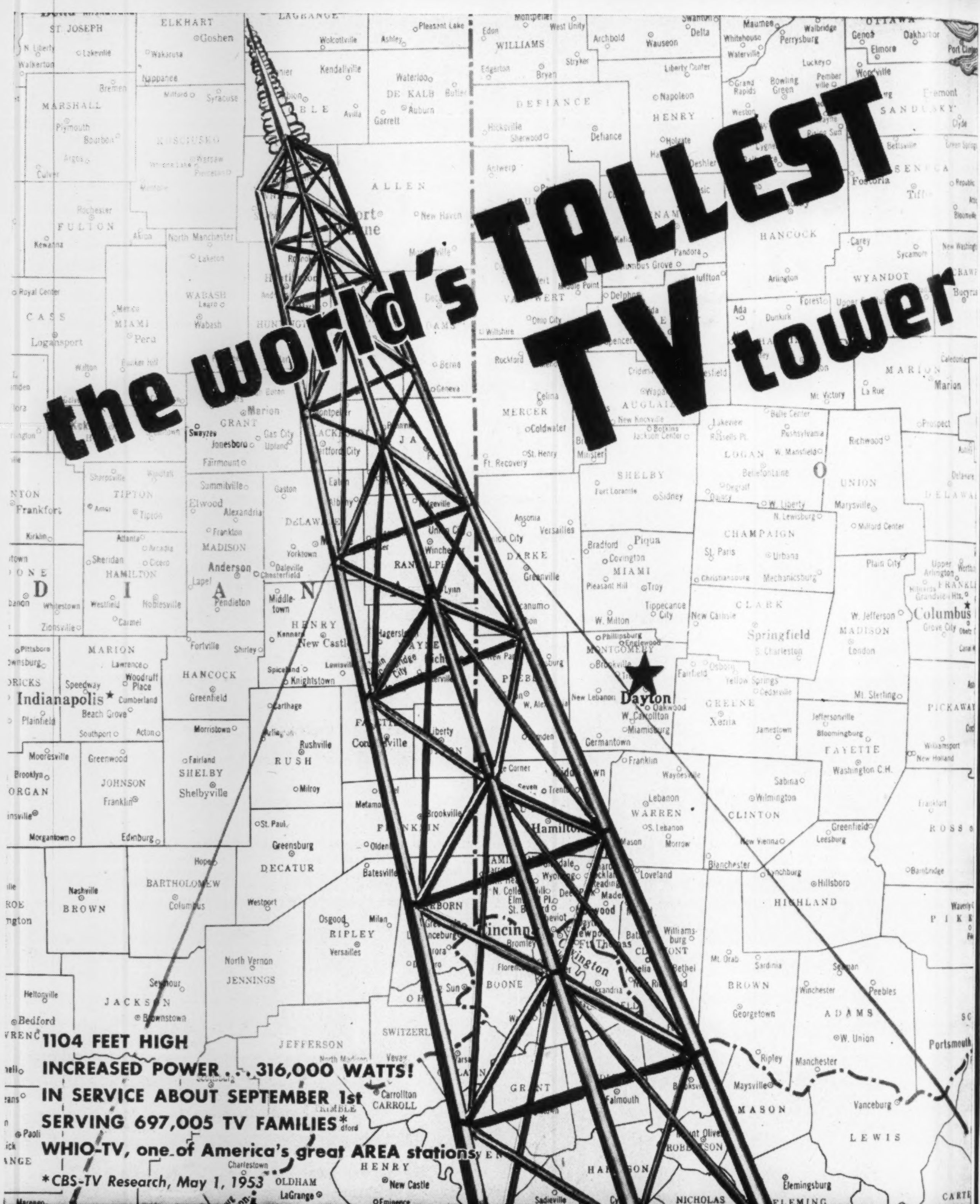
Because of our high ratio of manpower per station our company is able to provide this kind of "Personalized Representation." We have the manpower available to understand and appreciate special features and advantages of each station. We take the time to distinguish in each station its individual qualities—and then we take the necessary time to give each station the full measure of sales effort it deserves. Naturally this results in greater business.

If you feel you are sometimes "lost in the crowd" or just a unit in a "long list"—let us tell you more about our organization.

PAUL H. RAYMER COMPANY, INC.

RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK • CHICAGO • DETROIT • BOSTON • ATLANTA • SAN FRANCISCO • HOLLYWOOD


the world's TALLEST TV tower
Dayton
Indianapolis
Columbus
Springfield
Cincinnati

1104 FEET HIGH
INCREASED POWER . . . 316,000 WATTS!
IN SERVICE ABOUT SEPTEMBER 1st
SERVING 697,005 TV FAMILIES*
WHIO-TV, one of America's great AREA stations

CBS-TV Research, May 1, 1953

whio-tv channel 7

CBS • ABC • DUMONT •

DAYTON, OHIO
national representative
GEORGE P. HOLLINGBERY CO.

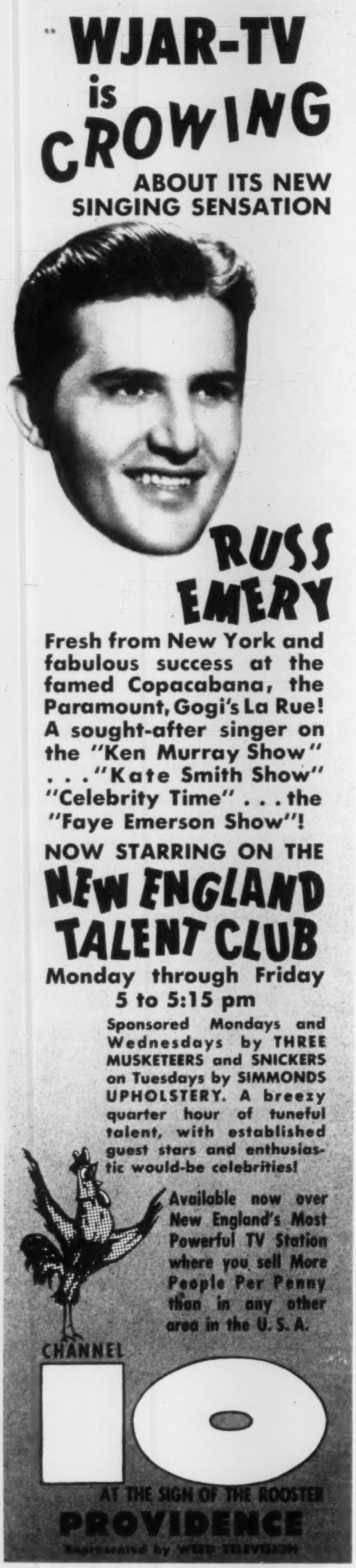
TELESTATUS®

Weekly TV Set Summary—July 27, 1953—TELECASTING SURVEY

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Totals for stations in each city represent sets claimed within total coverage areas of stations listed there. Coverage areas may embrace cities other than those where stations are listed, and no attempt is made here to define geographical limitations of station coverage or to identify cities within signal reach of stations that cover more than one city. Stations are listed in cities where they are licensed. Where coverage areas of stations in different cities overlap, set counts may be partially duplicated. If set estimates differ among stations in same city, separate figures are shown for each. Total U. S. sets in use, however, is unduplicated estimate.

		Sets in Station Area	
City	Outlets on Air	vhf	uhf
	ALABAMA		
Birmingham	WAFM-TV, WBRC-TV	161,000	....
Mobile	WALA-TV	32,360	....
	WKAB-TV	....	24,500
Montgomery	WCOV-TV	....	10,200
	ARIZONA		
Mesa	KTYL-TV	71,500	....
Phoenix	KPHO-TV	71,500	....
Tucson	KOPO-TV	12,400	....
	ARKANSAS		
Fort Smith	KFSA-TV	....	....
Little Rock	KRTV	....	30,000
	CALIFORNIA		
Fresno	KMJ-TV	....	....
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,613,249	....
San Diego	KFMB-TV	184,700	....
San Francisco	KGO-TV, KPIX, KRON-TV	654,085	....
San Luis Obispo	KVEC-TV	....	....
Santa Barbara	KEYT	....	....
	COLORADO		
Colorado Springs	KKTV	23,123	....
Denver	KBTV, KFEL-TV	158,350	....
Pueblo	KDZA-TV, KCSJ-TV	30,000	....
	CONNECTICUT		
Bridgeport	WICC-TV	....	11,031
New Britain	WKNB-TV	....	72,024
New Haven	WNHC-TV	370,000	....
	DELAWARE		
Wilmington	WDEL-TV	141,662	....
	DISTRICT OF COLUMBIA		
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	464,000	....
	FLORIDA		
Ft. Lauderdale	WFTL-TV	....	....
Jacksonville	WMBR-TV	131,560	....
Miami	WTVJ	181,000	....
St. Petersburg	WSUN-TV	....	....
	GEORGIA		
Atlanta	WAGA-TV, WSB-TV, WLWA	330,000	....
Rome	WROM-TV	75,500	....
	HAWAII		
Honolulu	KGMB-TV, KONA	21,500	....
	IDAHO		
Boise	KIDO-TV	....	....
Nampa	KFXD-TV	....	....
	ILLINOIS		
Chicago	WBBM-TV, WENR-TV, WGN-TV, WNBQ	1,570,000	....
Peoria	WEEK-TV	....	44,328
Rockford	WTVO	....	42,000
Rock Island	WHBF-TV	212,000	....
	INDIANA		
Bloomington	WTTV	235,000	....
Indianapolis	WFBM-TV	365,000	....
Lafayette	WFAM-TV	....	13,239
Muncie	WLBC-TV	....	28,150
South Bend	WSBT-TV	....	65,000
	IOWA		
Ames	WOI-TV	136,104	....
Davenport	WOC-TV	203,000	....
Sioux City	KVTV	50,581	....
	KANSAS		
Hutchinson	KTVH	....	....
	KENTUCKY		
Louisville	WAVE-TV	286,695	....
	WHAS-TV	205,544	....
	LOUISIANA		
Baton Rouge	WAFB-TV	....	18,000
New Orleans	WDSU-TV	192,697	....
	MAINE		
Bangor	WABI-TV	22,000	....
	MARYLAND		
Baltimore	WAAM, WBAL-TV, WMAR-TV	486,913	....
	MASSACHUSETTS		
Boston	WBZ-TV, WNAC-TV	1,069,414	....
Springfield	WHYN-TV, WWLP	....	40,000
	MEXICO		
Matamoros (Brownsville, Tex.)	XELD-TV	31,200	....
Tijuana (San Diego, Calif.)	XETV	208,925	....
	MICHIGAN		
Ann Arbor	WPAG-TV	....	8,000
Battle Creek	WBKZ-TV	....	55,924
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	1,001,000	....
Grand Rapids	WOOD-TV	252,680	....
Kalamazoo	WKZO-TV	304,615	....
Lansing	WJIM-TV	222,330	....
Saginaw	WKNX-TV	....	31,500
	MINNESOTA		
Duluth	WFTV	....	21,235
Minneapolis	WCCO-TV	386,400	....
St. Paul	KSTP-TV	371,000	....
Rochester	KROC-TV	35,000	....
	MISSISSIPPI		
Jackson	WJTV	....	19,206
	MISSOURI		
Kansas City	WDAF-TV	300,658	....
	KCTY	....	45,145
St. Louis	KSD-TV	521,000	....
Springfield	KTTS-TV	22,832	....
	NEBRASKA		
Lincoln	KFOR-TV, KOLN-TV	60,000	....
Omaha	KMTV, WOW-TV	190,196	....
	NEW JERSEY		
Atlantic City	WFPG-TV	....	12,790
Newark	WATV	3,520,000	....
	NEW MEXICO		
Albuquerque	KOB-TV	27,134	....
Roswell	KSWS-TV	7,000	....
	NEW YORK		
Binghamton	WNBF-TV	104,800	....
Buffalo	WBEN-TV	353,759	....
Elmira	WTVE	....	6,386
New York	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX	3,550,000	....
Rochester	WHAM-TV	187,000	....
Schenectady	WRGB	273,700	....
Syracuse	WHEN, WSYR-TV	220,041	....
Utica	WKTV	120,000	....
	NORTH CAROLINA		
Charlotte	WBTV	330,122	....
Greensboro	WFMY-TV	172,374	....
Raleigh	WNAO-TV	....	16,400
	NORTH DAKOTA		
Fargo	WDAY-TV	....	....
Minot	KCJB-TV	5,926	....
	OHIO		
Akron	WAKR-TV	....	....
Cincinnati	WCPO-TV, WKRC-TV, WLWT	430,000	....
Cleveland	WEWS, WNBK, WXEL	772,577	....
Columbus	WBNS-TV, WLWC, WTVN	306,950	....
Dayton	WHIO-TV, WLWD	278,000	....
Lima	WLOK-TV	....	10,397
Toledo	WSPD-TV	226,000	....
Youngstown	WFMJ-TV, WKBN-TV	....	51,500
Zanesville	WHIZ-TV	....	7,500
	OKLAHOMA		
Lawton	KSWO-TV	29,956	....
Okla. City	WKY-TV	217,923	....
Tulsa	KOTV	145,600	....

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION
MARKET
Southwest
with
MAXIMUM
POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and
FORT WORTH
More than a Million
urban population in the
50-mile area
More than TWO MILLION
in the 100-mile area . . .
NOW
287,000
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE
AREA
EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company


WJAR-TV is CROWING ABOUT ITS NEW SINGING SENSATION

RUSS EMERY

Fresh from New York and fabulous success at the famed Copacabana, the Paramount, Gogi's La Rue! A sought-after singer on the "Ken Murray Show" . . . "Kate Smith Show" "Celebrity Time" . . . the "Faye Emerson Show"!

NOW STARRING ON THE NEW ENGLAND TALENT CLUB

Monday through Friday 5 to 5:15 pm

Sponsored Mondays and Wednesdays by THREE MUSKETEERS and SNICKERS on Tuesdays by SIMMONDS UPHOLSTERY. A breezy quarter hour of tuneful talent, with established guest stars and enthusiastic would-be celebrities!

Available now over New England's Most Powerful TV Station where you sell More People Per Penny than in any other area in the U. S. A.

CHANNEL 10 AT THE SIGN OF THE ROOSTER PROVIDENCE

Represented by WEED TELEVISION

City	Outlets on Air	Sets in Station Area vhf	uhf
	OREGON		
Portland	KPTV	....	104,528
	PENNSYLVANIA		
Altoona	WFBG-TV	181,500	....
Bethlehem	WLEV-TV	....	....
Erie	WICU	196,760	....
Harrisburg	WHP-TV, WTPA (TV)	....	66,400
Johnstown	WJAC-TV	669,821	....
Lancaster	WGAL-TV	228,035	....
New Castle	WKST-TV	....	39,375
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,398,000	....
Pittsburgh	WDTV	683,000	....
Reading	WEEU-TV	....	....
	WHUM-TV	....	100,000
Scranton	WGBI-TV	....	50,000
Wilkes-Barre	WBRE-TV	....	96,628
York	WSBA-TV	....	61,330
	RHODE ISLAND		
Providence	WJAR-TV	1,043,320	....
	SOUTH CAROLINA		
Charleston	WCSC-TC	25,000	....
Columbia	WCOS-TV	....	20,300
	SOUTH DAKOTA		
Sioux Falls	KELO-TV	31,000	....
	TENNESSEE		
Memphis	WMCT	213,070	....
Nashville	WSM-TV	119,265	....
	TEXAS		
Amarillo	KFDA-TV, KGNC-TV	27,253	....
Austin	KTBC-TV	41,850	....
Dallas	KRLD-TV, WFAA-TV	287,000	....
El Paso	KROD-TV, KTSM-TV	27,065	....
Ft. Worth	WBAP-TV	255,614	....
Galveston	KGUL-TV	235,000	....
Houston	KPRC-TV, KUHT*	261,500	....
Lubbock	KCBD-TV, KDUB-TV	30,032	....
San Angelo	KTXL-TV	....	....
San Antonio	KEYL, WOAI-TV	149,462	....
Wichita Falls	KFDX-TV, KWFT-TV	37,500	....
	UTAH		
Salt Lake City	KDYL-TV	127,200	....
	KSL-TV	121,559	....
	VIRGINIA		
Lynchburg	WLVA-TV	66,184	....
Norfolk	WTAR-TV	175,010	....
Richmond	WTVR	170,907	....
Roanoke	WSLS-TV	87,000	....
	WASHINGTON		
Bellingham	KVOS-TV	25,000	....
Seattle	KING-TV	271,000	....
Spokane	KHQ-TV, KXLY-TV	34,395	....
Tacoma	KTNT-TV	271,000	....
Yakima	KIMA-TV	....	....
	WEST VIRGINIA		
Huntington	WSAZ-TV	200,432	....
	WISCONSIN		
Green Bay	WBAY-TV	54,616	....
Madison	WKOW-TV	....	....
	WMTV (TV)	....	10,00
Milwaukee	WTMJ-TV	441,642	....
Oshkosh	WOSH-TV	....	....

Total Stations on Air 204*

Total Cities with Stations on Air 145*

Total Sets in Use 25,371,763

* Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational station KUHT Houston.

BROADCASTING'S '52 INCOME, SALES AND WAGES REPORTED BY COMMERCE

The familiar pattern of increase marks the tabulation for the radio and television industries. Report also contains monies accruing to all spectator sports.

NATIONAL income for the radio broadcasting and television industries for 1952 was $404 million, up $30 million from 1951's $374 million, the U. S. Dept. of Commerce "Survey of Current Business" indicated last week. Income for 1950 was $311 million and for 1949, $262 million.

Radio-TV industry corporate sales were $800 million in 1952, $678 million in 1951, $544 million in 1950 and $442 million in 1949.

Salaries in the various categories covered in the report showed the average salary in the radio-TV industries during 1952 for 59,000 fulltime equivalent employes to be $5,559. This was higher than the average in any field except banking. There were 6,000 part-time employees in 1952.

Radio-TV Employes

The 57,000 fulltime radio-TV employes in 1951 (there were 5,000 part-time employes) earned an average $5,175, which also ranked second highest for that year.

Broadcasters paid $328 million in wages and salaries for 1952, plus $11 million in supplements to wages and salaries. In 1951 they paid $295 million for the former and $11 million for the latter, the report reveals.

Corporate income for the industry in 1952 was $61 million, or $30 million after taxes; the 1951 corporate income figure was $64 million or $31 million after taxes; for 1950, $50 million, $25 million after taxes; for 1949, $33 million, $17 million after taxes.

Unincorporated radio-TV enterprises in 1952 had income of $4 million; in 1951, $3 million; in 1950, $3 million and in 1949, $2 million.

Corporate dividend payments in 1952 amounted to $23 million, with $7 million in undistributed corporate income; in 1951, $19 million, with $12 million undistributed income; in 1950 these figures were $18 and $7 million; in 1949, $8 and $9 million.

Expenditures by persons on various spectator amusements increased for some forms of recreation and decreased for others, the report showed, but the overall total decreased to $1,577,000,000 in 1952 from $1,633,000,000 in 1951.

Money spent on admissions to motion picture theatres for 1952 totaled $1,134,000,000, compared to $1,193,000,000 in 1951, $1,247,000,000 in 1950 and $1,342,000,000 in 1949.

College football admissions climbed to $105 million in 1952, compared to $103 million in 1951. Other figures for 1952 and 1951, respectively: Legitimate theatres and opera, $87 million and $90 million; professional baseball, $49 million and $51 million; professional football, $10 million and $9 million; non-athletic entertainments of non-profit organizations, $73 million and $72 million; horse and dog races, $42 million and $38 million; professional hockey, $6 million and $6 million; other amateur spectator sports (except college football), $56 million and $56 million.

'Racket Squad' Heads Trendex

TOP position in the Trendex Ratings for the week of July 1-7 was taken by CBS-TV's *Racket Squad,* which is the summer replacement for *I Love Lucy.* Top 10 network TV programs, as listed by Trendex, are:

1.	Racket Squad (CBS)	23.9
2.	Dragnet (NBC)	23.5
3.	What's My Line (CBS)	23.1
4.	Talent Scouts (CBS)	22.9
5.	Godfrey's Friends (CBS)	19.7
6.	My Little Margie (CBS)	19.2
7.	Big Town (CBS)	19.1
8.	The Web (CBS)	19.0
9.	Robert Montgomery (NBC)	18.4
10.	Best Of Groucho (NBC)	17.7

KTNT-TV

BASIC CBS

now 125,000 watts

giving the greatest penetration in the Fabulous

SEATTLE – TACOMA – PUGET SOUND MARKET

represented nationally by WEED TELEVISION

NEW YORK • BOSTON • CHICAGO • DETROIT • ATLANTA • SAN FRANCISCO • HOLLYWOOD

OUT-OF-HOME RADIO AUDIENCE UP – PULSE

The listeners who tune in away from their home sets comprise an increasingly important section of the overall audience, Pulse Director Roslow reports. Auto listening is the biggest factor.

OUT-OF-HOME listening is becoming more and more important in the overall radio picture, Dr. Sydney Roslow, director of Pulse, said last week when releasing results of Pulse's May 1953 study of away-from-home listening in the New York metropolitan area which found the at-home audience increased by 21.4% by people listening outside their own homes. This is an appreciable increase from the 18.2% out-of-home plus for May 1952 and the 17% out-of-home bonus of May 1951.

Dr. Roslow

Level of out-of-home listening also has risen, Dr. Roslow reported. For the average quarter-hour, 6 a.m. to midnight, 4.2% of the metropolitan New York families reported out-of-home listening, compared to the 4% average for May 1952. During an average day this May, 32.1% of New York's residents listened to the radio away from home, compared with 29.4% a year ago. These outside listeners included three women to two men, 59.1% feminine to 40.9% masculine.

Most of the listening away from home is done in automobiles, Pulse data show, with 56% of the away-from-home audience in cars this year compared with 53% last year. Peak out-of-home listening occurred in the 8-9 a.m. and 5-6 p.m. go-to-work and go-home hours, with the weekend peak in the 2-6 p.m. period.

'Lucy' Heads ARB Poll Of TV Season's Top 10

ARB's audience research figures for the 1952-53 TV season put *I Love Lucy* at the top in popularity, with Arthur Godfrey's *Talent Scouts* and Groucho Marx' *You Bet Your Life* taking the place and show positions. The Lucille Ball-Dezi Arnaz program was on top every month, and never dropped below 64.9. Its season average was nearly 13 points over the Godfrey show.

The ten top programs were:

	Program	Network	Rating
1	I Love Lucy; Philip Morris, sponsor	CBS	69.5
2	Talent Scouts; T. J. Lipton, sponsor	CBS	56.8
3	You Bet Your Life; Chrysler Corp. (DeSoto), sponsor	NBC	51.3
4	Godfrey & Friends; Toni, Pillsbury, Liggett & Myers, sponsors	CBS	51.0
5	Dragnet; Liggett & Myers, sponsor	NBC	48.7
6	Comedy Hour; Colgate-Palmolive-Peet, sponsor	NBC	45.5
7	Star Theatre; Texas Company, sponsor	NBC	45.1
8	What's My Line?; Jules Montenier, sponsor	CBS	41.4
9	Your Show of Shows; R. J. Reynolds, Benrus, Griffin, SOS, Prudential, sponsors	NBC	40.5
10	Our Miss Brooks; General Foods, sponsor	CBS	39.7

Ford, 'Lucy' Top Nielsen TV For Two Weeks Ending June 27

NATIONAL Nielsen-Ratings for the two weeks ending June 27 showed that *I Love Lucy*, reaching more than 10½ million TV homes, and the *Ford 50th Anniversary Show*, passing the 10 million home mark, lead in that category.

These same two shows also lead percentage-wise with the Ford program reaching 54.5% of TV homes and *I Love Lucy* maintaining a 48.7% rating.

The ratings:

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	10,658
2	Ford 50th Anniversary (CBS)	10,068
3	Pabst Blue Ribbon Bouts (CBS)	9,787
4	Dragnet (NBC)	9,282
5	*Philco TV Playhouse (NBC)	8,980
6	Arthur Godfrey & Friends (Liggett & Myers) (CBS)	8,853
7	Colgate Comedy Hour (NBC)	8,558
8	*Robt. Montgomery Presents (S. C. Johnson & Son) (NBC)	8,534
9	Gillette Cavalcade (NBC)	8,522
10	This Is Your Life (NBC)	8,170

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	Ford 50th Anniversary (CBS)	54.5
2	I Love Lucy (CBS)	48.7
3	Pabst Blue Ribbon Bouts (CBS)	43.1
4	Dragnet (NBC)	43.1
5	Ford 50th Anniversary (NBC)	40.6
6	Arthur Godfrey & Friends (Liggett & Myers) (CBS)	40.5
7	Gillette Cavalcade (NBC)	40.5
8	*Philco TV Playhouse (NBC)	39.8
9	This Is Your Life (NBC)	38.6
10	Colgate Comedy Hour (NBC)	37.6

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

'Lucy' Stays at Top; Godfrey Shows in Slump

CHAMPION *I Love Lucy* ended its 1953 TV season at the top, according to ARB figures released last week. The June 26-July 2 report showed *Dragnet* in second place, while the two Arthur Godfrey programs slipped down to the No. 5 and No. 8 spots on the list. The Godfrey shows suffered audience loss while replacements took over for the ailing star.

ARB's complete list of the top 10 programs reads:

	Program	Network	Rating
1.	I Love Lucy	CBS	56.8
2.	Dragnet	NBC	50.2
3.	What's My Line?	CBS	41.0
4.	Our Miss Brooks	CBS	40.8
5.	Talent Scouts	CBS	39.4
6.	Best of Groucho	NBC	39.2
7.	Toast of The Town	CBS	37.9
8.	Godfrey & Friends	CBS	36.2
9.	Jackie Gleason	CBS	34.4
10.	My Little Margie	CBS	33.9

	Program	Network	(Viewers)
1.	I Love Lucy	CBS	41,040,000
2.	Dragnet	NBC	31,530,000
3.	Best of Groucho	NBC	26,320,000
4.	Toast of the Town	CBS	25,000,000
5.	Godfrey & Friends	CBS	24,650,000
6.	Talent Scouts	CBS	22,250,000
7.	This Is Your Life	NBC	22,220,000
8.	What's My Line?	CBS	22,070,000
9.	Our Miss Brooks	CBS	21,250,000
10.	Jackie Gleason	CBS	19,350,000

1952 Set Shipments Reported at 16 Million

SHIPMENTS by manufacturers of home and auto radios and TV sets during 1952 totaled 16,324,000 units valued at $1,251,976,000, according to a preliminary report released last week by the Bureau of the Census, U. S. Dept. of Commerce.

Manufacturers shipped 5,533,000 TV sets, including combination sets, valued at $989,470,000, the Census Bureau reported. This figure accounted for 76% of the $1,301,798,000 total for shipments of home and auto radios, TV sets, phonographs and record players.

Radio sets totaled 10,791,000 units valued at $262,506,000 and representing 20% of the total. Of these 7,541,000 (13%) were home sets (including portables and radio-phonograph combinations) valued at $168,740,000, and 3,250,000 (7%) were auto radios valued at $93,766,000.

CBS Radio Programs Top May-June Pulse

CBS Radio programs captured top places in the evening, Monday-Friday daytime and Saturday and Sunday daytime classifications of the Multi-Market Radiopulse for the May-June period, The Pulse Inc. announced last week. Complete breakdown follows:

TOP TEN NETWORK PROGRAMS

EVENING

	Program Average Rating	
	May June	Mar. Apr.
Jack Benny (CBS)	8.2	8.3
Amos 'n' Andy, R. Diamond (CBS)	7.6	8.5
Lux Summer Theatre (CBS)	7.5	8.0
My Little Margie (CBS)	6.7	6.4
You Bet Your Life (NBC)	6.4	6.7
E. Bergen, Jr. Miss (NBC)	6.3	7.3
Bob Hawk (CBS)	5.9	6.2
Dragnet (NBC)	5.9	
Fibber McGee & Molly (NBC)	5.8	6.2
Harris-Faye Show (NBC)	5.8	

MONDAY-FRIDAY DAYTIME

	Program Average Rating	
	May June	Mar. Apr.
Arthur Godfrey (CBS)	7.1	7.7
Helen Trent (CBS)	7.1	7.3
Ma Perkins (CBS)	7.0	7.2
Our Gal Sunday (CBS)	7.0	6.9
Road of Life (NBC)	6.9	7.0
Aunt Jenny (CBS)	6.7	6.8
Grand Slam (CBS)	6.6	6.6
The Guiding Light (CBS)	6.6	6.7
Young Dr. Malone (CBS)	6.6	6.9
Perry Mason (CBS)	6.5	6.6
Rosemary (CBS)	6.5	
Second Mrs. Burton (CBS)	6.5	
Wendy Warren (CBS)	6.5	6.9

SATURDAY & SUNDAY DAYTIME

	Program Average Rating	
	May June	Mar. Apr.
Stars Over Hollywood (CBS)	4.3	4.5
Theatre of Today (CBS)	4.2	4.4
The Shadow (MBS)	4.0	4.9
True Detective Mysteries (MBS)	3.9	4.3
City Hospital (CBS)	3.8	4.0
Grand Central Station (CBS)	3.8	3.7
Give and Take (CBS)	3.7	4.0
Fun for All (CBS)	3.5	3.9
Music With the Girls (CBS)	3.4	3.6
Counterspy (NBC)	3.3	3.6

Weighted program average for 18 regular Pulse Markets.

TV's Affect on Buying Surveyed by Advertest

SURVEY of products purchased by consumers in New York area television homes has been completed by Advertest Research, New Brunswick, N. J. Study is the sixth covering product usage issued by Advertest since 1949 and is based on interviews with 760 women in TV homes.

Brand purchases cover 21 different categories. Study also compares purchases of products advertised on 20 specific programs showing usage of the brands advertised by light viewers, heavy viewers, total viewers and non-viewers of the shows.

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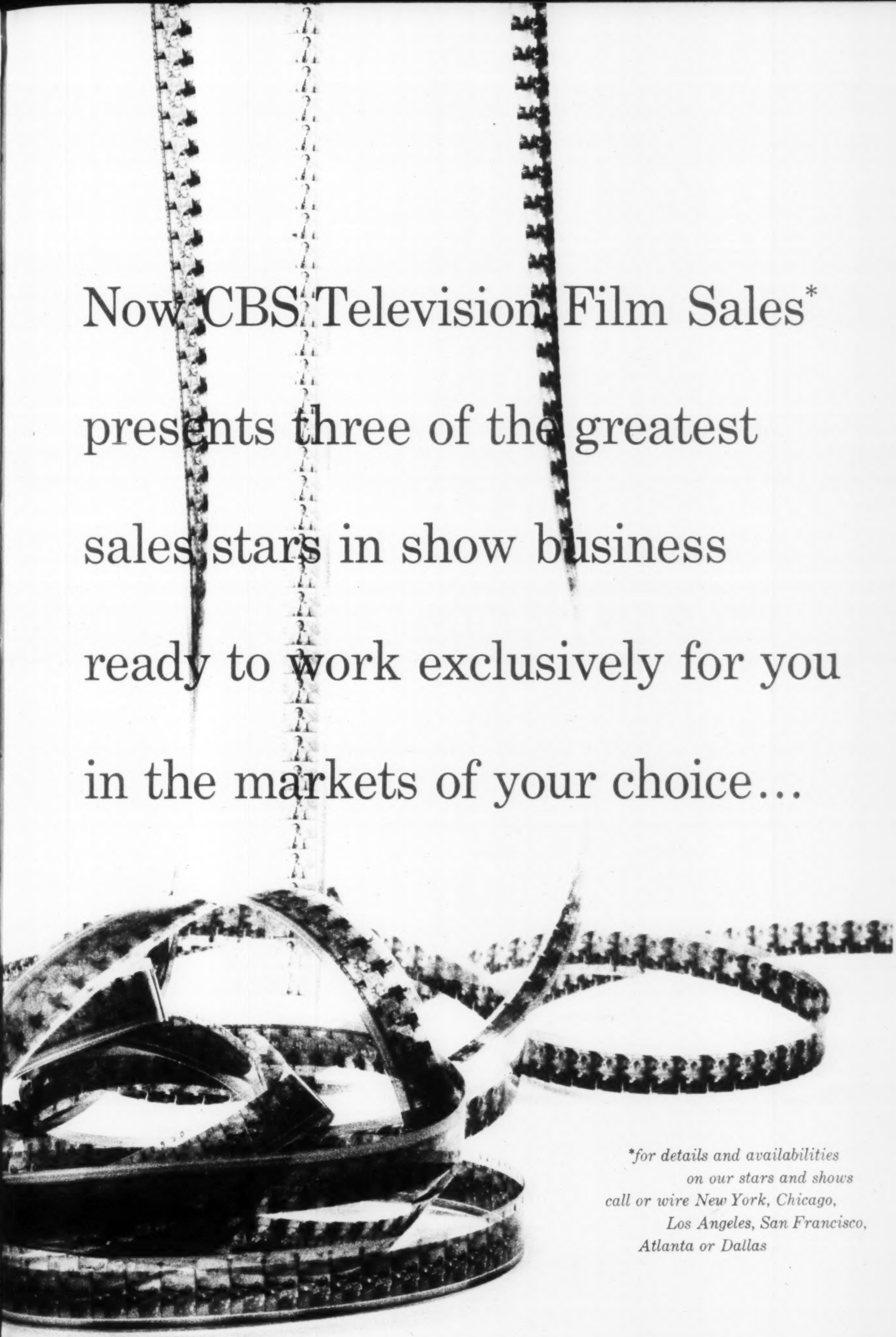


Now CBS Television Film Sales*

presents three of the greatest

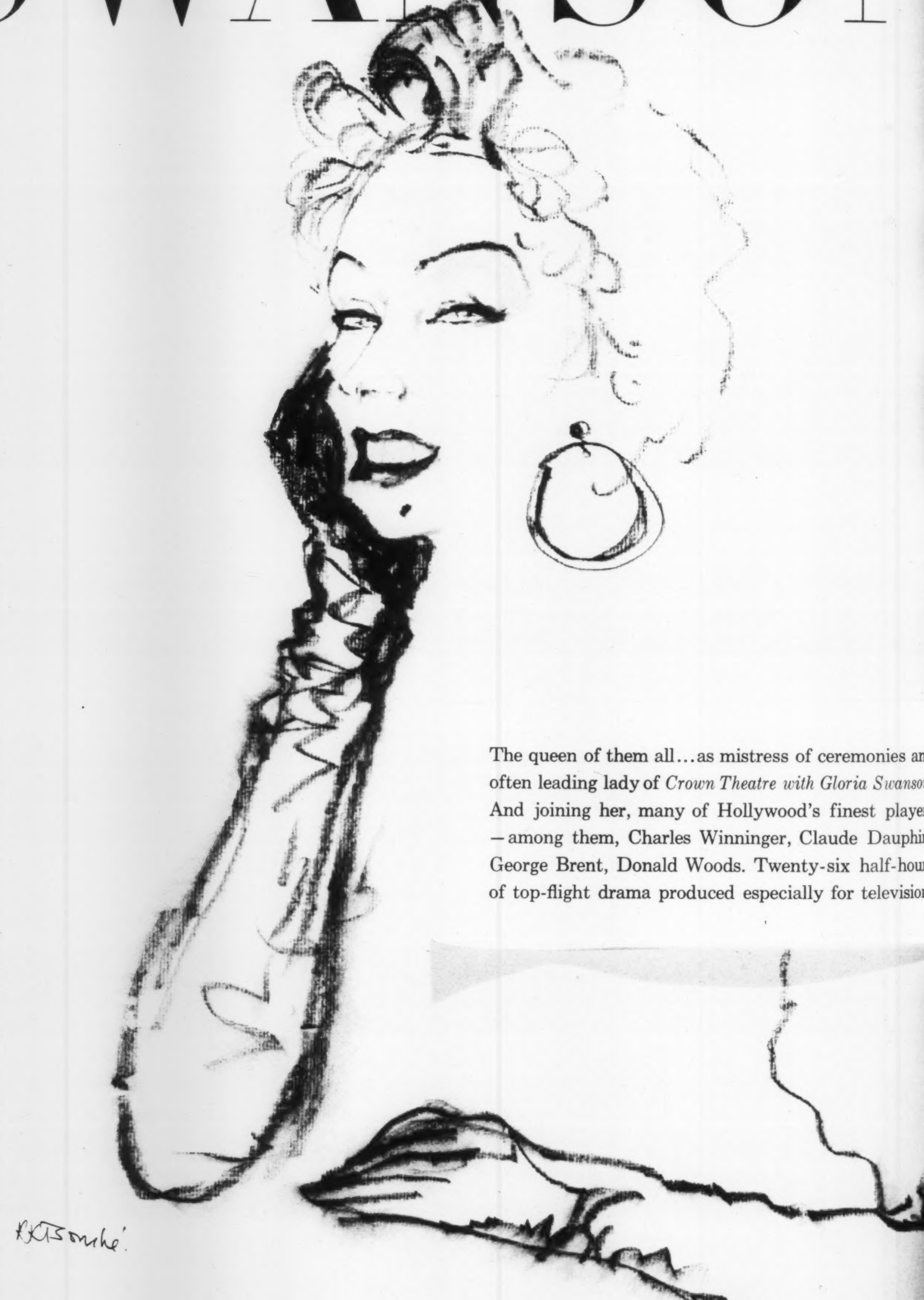
sales stars in show business

ready to work exclusively for you

in the markets of your choice…

**for details and availabilities*
on our stars and shows
call or wire New York, Chicago,
Los Angeles, San Francisco,
Atlanta or Dallas

SWANSON



The queen of them all…as mistress of ceremonies and often leading lady of *Crown Theatre with Gloria Swanson.* And joining her, many of Hollywood's finest players —among them, Charles Winninger, Claude Dauphin, George Brent, Donald Woods. Twenty-six half-hours of top-flight drama produced especially for television.

XUM

Linkletter

Television's Pied Piper—with a successful format and an established popularity from his daytime show—in a new film series, *Art Linkletter and the Kids.* When Art meets kids (the general idea of these 39 quarter-hours) adults follow him by the millions. Questions and antics that are unrehearsed, uninhibited . . . and uproarious.

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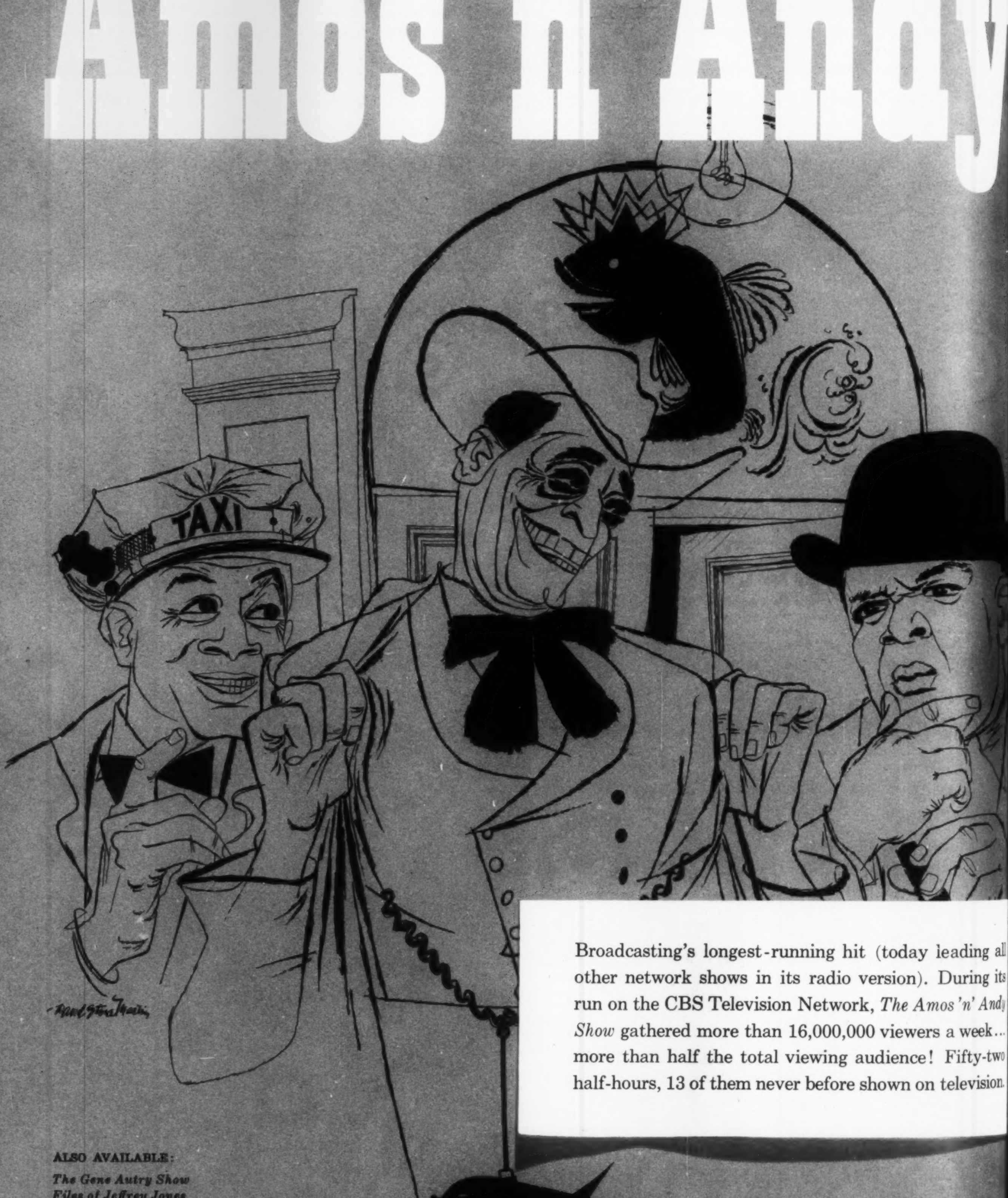
Amos 'n' Andy



Broadcasting's longest-running hit (today leading all other network shows in its radio version). During its run on the CBS Television Network, *The Amos 'n' Andy Show* gathered more than 16,000,000 viewers a week... more than half the total viewing audience! Fifty-two half-hours, 13 of them never before shown on television.

ALSO AVAILABLE:

The Gene Autry Show
Files of Jeffrey Jones
Hollywood on the Line
The Range Rider
Strange Adventure
Annie Oakley
Holiday in Paris
World's Immortal Operas
Cases of Eddie Drake

I. E. SHOWERMAN TAKES ZIV POST

APPOINTMENT of I. E. (Chick) Showerman, sales vice president of Teleprompter Corp., as a sales executive with Ziv Telvision Programs Inc. was announced last week by M. J. Rifkin, Ziv TV sales vice president. Mr. Showerman's exact assignment will be announced later, Mr. Rifkin said.

Before his association with Teleprompter in 1951, Mr. Showerman long had served NBC. He had worked for the network in various sales positions since the late twenties and in 1947 was named vice president in charge of NBC's Central Division. He resigned from NBC in October 1950 and entered the spot field for a year before joining Teleprompter.

Mr. Showerman was president of the Chicago Television Council in 1950 and president of the Radio Executives Club of New York in 1951.

I. E. SHOWERMAN (r) comes to Ziv TV Programs Inc. as a sales executive, and shakes hands with colleague M. J. Rifkin, Ziv sales vice president.

Long Gets Top Echelon Job With UA TV Corp.

APPOINTMENT of Frederick A. (Ted) Long, director of radio and television for the Geyer Advertising Agency since 1946, as vice president and general manager of United Artists Television Corp., was announced Wednesday by Arthur B. Krim, president of United Artists Corp.

Mr. Long

In his new post, Mr. Long will direct activities for the wholly-owned subsidiary of the motion picture company, which has been set up to distribute film programs made especially for television. He succeeds George T. Shupert, who has resigned to become vice president in charge of "ABC Syndication," a fifth division of ABC network devoted to purchase and sale of television films [B•T, July 28].

Desilu Plans to Produce Filmed TV Commercials

DESILU PRODUCTIONS, in conjunction with the transfer of its business and production headquarters to Motion Picture Center Studios, Hollywood, announces the proposed formation of a department to handle filming of TV commercials. The signing of an advertising film executive to head the department is to be announced this week, according to Martin Leeds, executive vice-president.

The expanded facilities at Motion Picture Center include the entire first floor of the administration building, Stages 8 and 9 (with understanding that other stages may be added in accordance with Desilu needs), ground and second floor facilities in cutting room building, accounting offices and row of dressing rooms.

First film to go before the cameras is ABC-TV *Danny Thomas Show*, Aug. 7, with William Asher directing, for which Desilu is handling the technical production for Marterto Enterprises Inc. Film packages, CBS-TV's *I Love Lucy* and *Our Miss Brooks*, start fall shooting schedules Sept. 11 and 14, respectively.

Film Sales

Guild Films, New York, has sold the weekly *Liberace* musical filmed series in five new markets, bringing total outlets to 70. Latest sales were to **Casco Bank & Trust Co.** for **WPMT (TV)** Portland, Me.; **Riley's Dept. Store** over **KVEC-TV** San Luis Obispo, Calif.; **Muller Baking Co.** over **WJIM-TV** Lansing and **WOOD-TV** Grand Rapids; **Third National Bank & Trust Co.,** Ohio, over a station to be announced.

•

Sale of *Dangerous Assignment* and the *Hopalong Cassidy* filmed series in 116 markets each was reported last week by John B. Cron, national sales manager of the **NBC Film Division.** Latest sales on both series, Mr. Cron said, were to **WIRK-TV** West Palm Beach, Fla., which also has bought the division's *Victory At Sea* series. The latter has been sold in 45 markets since the conclusion of its NBC-TV run on May 3.

•

Robert Lawrence Productions, New York, has produced a series of TV filmed commercials for **Remington Arms Co.,** Bridgeport, through **BBDO,** New York.

Production

Faye Emerson has completed plans for a new filmed TV package program of her own to be titled *Designed For Living*. It will be a half-hour, weekly presentation and, according to Miss Emerson, the format will be "different from anything on television today."

•

Production has begun in London on a filmed TV series, *Fabian of Scotland Yard,* based on the experiences of the British police organization. The 39 half hour films will be produced by **Anthony Beauchamp,** son-in-law of Prime Minister Sir Winston Churchill, and will be ready for distribution in the U. S. by fall.

•

Glenn E. Miller Productions, Hollywood, has started shooting backgrounds in Washington, D. C., for 26 half hour film package *Mr. Congressman,* to use lives of congressmen for material. Location crew now shooting will continue in field while interior filming in Hollywood starts Sept. 1. **Jack Lloyd,** who created idea, will write program and act as liaison man with congressmen. **Lee Sholem** slated to direct.

•

Arthur Kurlan Television Productions, Hollywood, has acquired TV rights to the Mickey Finn cartoon strip from McNaught Syndicate and is preparing a half hour film series to be shot at Motion Picture Center, that city. **Victor McLaglen** has been cast as Sheriff Phillip Finn and **Ward Bond** as Sgt. Monohan.

•

Telemount Productions, Hollywood, has completed the 26th half-hour film in *Cowboy G-Men* color series, now sponsored in 30 markets by **Purity Bakers Corp.** Newest stations are **WTVP (TV)** Decatur, Ill. and **KOLN-TV** Lincoln. Deal was set by **Bill Wilson, radio-TV director, Young & Rubicam Inc.,** Chicago. **Henry Donovan,** Telemount president, is completeing plans to release two of the programs, filmed in Bolex Stereo 3-D process, to motion picture theatres as a 3-D feature.

•

Sovereign Productions, Hollywood, has completed the first 13 half hour films for the Jeweler's Showcase series (Hamilton Watch Co.) and is shooting the second 13 films at Eagle-Lion Studios, Hollywood. **Gil Ralston** and **Arthur Ripley** are co-producers.

•

Robert Maxwell Associates, Hollywood, is shooting exteriors in Calgary, Alta., Canada, for first two half-hour espisodes of the Lassie series for TV release. Footage, shot in color, will be used in TV pilot films, but can be combined into a single, one-hour theatrical feature. On location with the collie dog star are actors **Tommy Rettig, Jan Clayton** and **George Cleveland. Edwin Cahn** is directing from a script by **Claire Kennedy.**

Random Shots

National Tuberculosis Assn. has completed shooting its TV film spots for the 1953 Christmas Seal Sale, Frederick C. Weiting, spokesman for the association said last week. Production of nine 20-second spots and three 1-minute spots was done on a cost basis by **Martin Lencer** of Freedom Films on the Goldwyn lot in Hollywood. The spots star **Jimmy Boyd, Charles Coburn, Bob Crosby, Howard Duff, Gus Edson (Andy Gump), Jane Greer, Ida Lupino, Pat O'Brien** and **Ruth Roman.** The films will be distributed by the 3,000 local tuberculosis associations to TV stations in their areas.

•

Two new 3½ minute films for television and theatre use titled "The American Scene" and "Operation Defense" have been produced as a public service by the **March of Time** in cooperation with the 1953 campaign of Community Chests of America and United Defense Fund. A series of 12 one-minute spots and 11 20-second spots on behalf of the same campaigns, produced through the cooperation of **CBS-TV** and **NBC-TV,** feature personalities of the networks.

•

Hal Roach Studios, Culver City, last week completed long-pending repairs and improvements totalling $25,000 during the first production pause in months.

Film People

John P. Rohrs has been appointed mid-western sales manager for **Screen Gems Inc.** His office will be in Chicago.

Al Preiss and **J. W. Bentley,** TV programming consultants, have been appointed programming consultants for **Telecraft Productions,** Hollywood.

•

Harry Gerstad, academy award winning motion picture editor, entered a new field as TV writer when his original story, "The Day the Greeks' Was Closed" was filmed by **Frank Wisbar Productions** for *Fireside Theatre*. Recently Wisbar completed a second film, "Domestic Tranquilty," for *Fireside Theatre* using the same characters as in the first, although the script was by another writer.

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Wyatt Resigns From Clark, Heads BAB Member Service

Mr. Wyatt

WILLIAM R. WYATT has resigned as vice president in charge of the New York office of George W. Clark Inc., station representation firm, to join BAB as director of member service, it was announced Thursday by William B. Ryan, BAB president.

Mr. Wyatt, who will join BAB on Aug. 15, has been with the Clark organization since February. He previously was with Forjoe & Co., representation firm, as vice president of the midwest division.

Swezey Named to Head NARTB Labor Advisory Unit

ROBERT D. SWEZEY, WDSU-TV New Orleans, was appointed chairman of the NARTB Televison Labor Advisory Committee by NARTB President Harold E. Fellows last week.

Others named to the committee by Mr. Fellows included John M. Clifford, NBC-TV New York; Frank Falknor, CBS-TV New York; Leslie C. Johnson, WHBF-TV Rock Island, Ill.; Philip G. Lasky, KPIX (TV) San Francisco; Donald H. McGannon, DuMont TV Network, New York; Richard A. Moore, KTTV (TV) Los Angeles; Donald W. Thornburgh, WCAU-TV Philadelphia; Mort Weinbach, ABC-TV New York, and Edwin K. Wheeler, WWJ-TV Detroit.

Economist Named to NARTB

A LABOR ECONOMIST has been appointed to the NARTB staff to serve in the association's Employe-Employer Relations Dept., NARTB President Harold E. Fellows announced last week. He is Robert J. Gormley, who next Monday will begin his duties in assisting Richard P. Doherty, vice president in charge of employe-employer relations, and Charles Tower, assistant to Mr. Doherty.

Mr. Gormley has been an industrial specialist and labor economist for the Defense Production Administration since April 1951.

NAFBRAT Names Board

ELECTED to three-year terms on board of directors of National Assn. for Better Radio and Television, Los Angeles, are Mrs. A. Stanley Adams, national vice president, Kappa Gamma Pi (scholastic honor society for Catholic women's colleges), NAFBRAT corresponding secretary and chairman of radio-TV program guide committee; Benedict Cottone, member, Lucas & Thomas, Washington law firm, and former FCC general counsel; John C. Schwarzwalder, manager, KUHT (TV), U. of Houston station, and Paul Witty, professor of education, Northwestern U., Evanston, Ill.

Incumbent directors re-elected for three-year terms are: Mmes. Clara S. Logan (NAFBRAT president), W. J. Armstrong, Mary Daehler, Oscar Gross and Ellwood J. Munger; Drs. Richard Atkinson (NAFBRAT first vice president), Clifton E. Moore, Dallas Smythe and Norman Woelfel; Gilbert Seldes, Robert Lewis Shayon, Charles Siepmann and Jerome H. Spingarn.

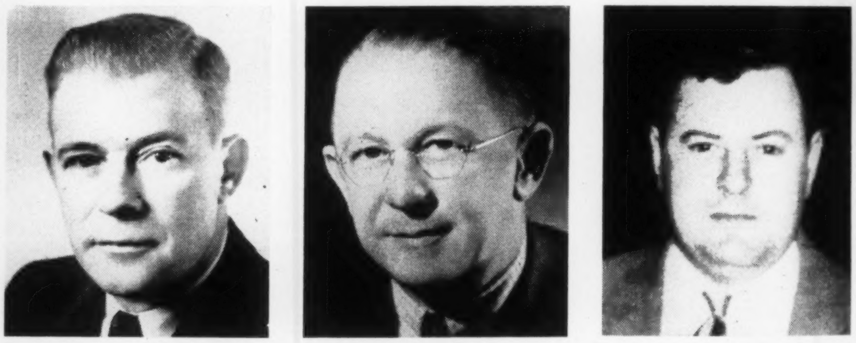
OKLAHOMA TV-KOMA MERGER GIVES STATE'S CAPITAL ITS SECOND VHF

Among four FCC grants last week was that of Vhf Ch. 9 at Oklahoma City to Oklahoma Television Corp. after that firm's merger with competing KOMA there. Its proposed 1,500-ft. antenna will be the world's tallest man-made structure, the grantee claims. Other grants are made at Jackson, Miss.; Champaign, Ill., and Kearney, Neb.

OKLAHOMA CITY was assured its second vhf television station with FCC approval last week of the application by Oklahoma Television Corp. for vhf Ch. 9 after its merger with competitive applicant KOMA there. KOMA dismissed its Ch. 9 bid and acquires 50% interest in the grantee.

The action came under FCC's revised expediting procedure whereby the Commission acts upon survivor applicants at the next meeting following the withdrawal of competing bids. KOMA withdrew Tuesday as Oklahoma TV amended to show a half interest would be given KOMA Inc. and that the original Oklahoma TV principals would reduce their holding one-half. The amended bid was approved Wednesday and reported Thursday.

To use maximum effective radiated power of 316 kw visual and 156 kw aural, the station plans a 1,500-ft. antenna, described as the "tallest man-made structure in the world." The call KWTV has been requested, indicating "World's Tallest Video." Construction of the tower and other technical facilities will cost $1.7 million with total investment, including land and studios, reaching $2.2 million, the application disclosed. The station will be RCA-equipped throughout, it was reported.



Mr. Turner Mr. Bell Mr. Griffin

Principals in Oklahoma TV Corp., new Ch. 9 grantee

Under the merger, Oklahoma Television officers include Board Chairman John T. Griffin, head of the Griffin grocery and radio interests in Oklahoma and Arkansas, including KOMA; President Roy J. Turner, oil man and Oklahoma ex-governor, and Executive Vice President and General Manager Edgar T. Bell, former general manager of Oklahoma Pub. Co., owner of WKY-AM-TV Oklahoma City.

WKY-TV has been operating on vhf Ch. 4 since mid-1949. Earlier this year, FCC authorized two new uhf outlets, one on Ch. 19 to KMPT (TV) owned by KLPR there, and the other on Ch. 25 to KTVQ (TV), under common ownership with KWCO Chickasha, Okla. Both uhf permittees plan September commencement dates.

The only other channel assigned to Oklahoma City is vhf Ch. 13, reserved for non-commercial educational use and now in competition between the State Regents and the city's Independent School District.

In other TV actions last week, FCC also approved construction permits for new TV stations at Jackson, Miss., to WSLI for vhf Ch. 12; at Champaign, Ill., to Champaign-Urbana TV Inc. for uhf Ch. 21, and at Kearney, Neb., to Bi-States Co. for vhf Ch. 13.

The Ch. 12 grant to Standard Life Insurance Co.'s WSLI Jackson was made possible by the last-minute withdrawal of a competitive application by WRBC Jackson.

Similarily, the Ch. 13 grant to Bi-States Co. at Kearney was facilitated by the Tuesday withdrawal of KGFW's competing application there. Bi-States is controlled by F. Wayne Brewster and the Brewster Hospital and includes local businessmen.

Champaign-Urbana TV Inc. was unopposed in its quest for Ch. 21 at Champaign. The firm includes Vice President Dallas W. Smythe (4%), professor of economics at the U. of Illinois and former FCC economist; President Norman E. Blankman (39%) and Secretary Duncan M. Findlay (17%), both New York realtors, and Vice President Alan Blankman (17%), Baltimore realtor.

After FCC's action to grant Ch. 9 at Oklahoma City, Mr. Bell said every effort will be made to get the station on the air sometime this year. It is assumed the station will affiliate with CBS since WKY-TV is basically affiliated with NBC, and KOMA is a CBS Radio outlet.

Oklahoma Television Corp. ownership, as amended under the merger plan, includes: Board Chairman John T. Griffin, head of the Griffin family grocery interests in Oklahoma and Arkansas and 57% owner of KOMA Inc.; President Roy J. Turner (now 20% owner but will be 10% owner when KOMA Inc. assumes 50% ownership), ex-governor of Oklahoma and partner in Harper-Turner, oil firm; Executive Vice President Edgar T. Bell (holds 263 shares Class B non-voting stock); Vice President Luther T. Dulaney (now 30%, later 15%), managing partner in Luther T. Dulaney Co., Oklahoma distributor for RCA appliances and furniture manufacturer; Vice President F. E. Harper (now 20%, later 10%), oil business associate of Mr. Turner; Secretary Henry S. Griffing (now 30%, later 15%, as trustee for Video Independent Theatres, beneficial owner), president and principal stockholder in Video Independent Theatres, operator of 192 theatres in 50 Oklahoma and Texas cities; Vice President James C. Leake, 2% owner of KOMA Inc.;

WEMP AND WEMP-FM TO ORIGINATE ALL GREEN BAY PACKER FOOTBALL GAMES FOR 30 STATION INTERSTATE NETWORK

Miller High Life Sponsors Series Beginning Sept. 27

WEMP AND WEMP-FM, Milwaukee, will again originate all Green Bay Packers broadcasts this Fall, feeding a network of 28 Wisconsin and two Minnesota stations. WEMP Sports Director Earl Gillespie will do play-by-play, assisted by Tony Flynn of WJPG, Green Bay.

Twelve regular games plus a number of pre-season exhibitions are on the Packer schedule. The Packers open against Cleveland at the new Milwaukee stadium Sept. 27.

TONY CANADEO, veteran Green Bay Packer back, is honored in a presentation by Earl Gillespie on "Canadeo Day" last season. Gillespie is WEMP Sports Director and Packer network sportscaster.

WEMP also originates the Milwaukee Braves baseball broadcasts, with Gillespie, for a network of 19 Wisconsin, Michigan, Minnesota and Iowa stations, as well as the 19 station east coast United Broadcasting net.

Gillespie also does Marquette University football and Milwaukee Hawks pro basketball on WEMP. All broadcasts are sponsored by the Miller Brewing Co., Milwaukee.

WEMP Advertisers Tie-in with Braves

WEMP ADVERTISERS are tying in with station's broadcasts of Milwaukee Braves baseball games. WEMP originates play-by-play broadcasts of Braves games to Wisconsin, midwest and east coast net with WEMP Sports Director Earl Gillespie at the mike.

WEMP's advertisers are using testimonials by Gillespie and Braves players in their spot announcements.

These include endorsements of Wisco 99 gasoline, which sponsors "Play Ball" program before each game in addition to a saturation spot schedule on WEMP; R. G. Dun cigars and Bendfelt Ice Cream. Joe Adcock, Warren Spahn and Andy Pafko endorse the latter. All are placed through W. B. Doner agency.

Winner of $2,000 WEMP Radio-TV Scholarship Announced By Boice

THE FOUR-YEAR $2,000 WEMP Radio-TV scholarship winner is Ruth Ann Schaefer, it was announced by Hugh K. Boice Jr., WEMP general manager.

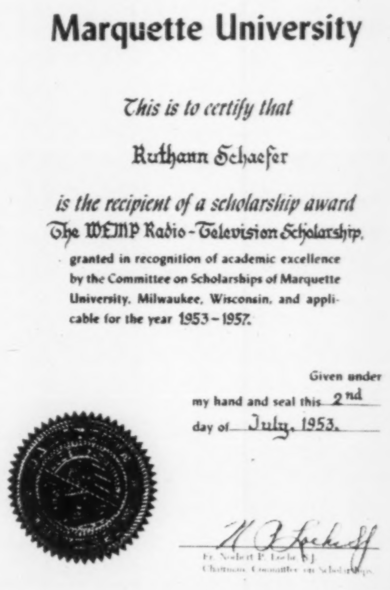
The annual scholarship was won by Miss Schaefer, a graduate of Divine Savior high school, in competition with Milwaukee county public and parochial high school students.

The award was made on the basis of writing and speaking ability, scholastic achievement, character and financial need. Applicants wrote a scholarship test and a one thousand word essay on "Why I Intend To Make A Career in Radio or Television."

Miss Schaefer will attend the Marquette University College of Journalism, where the scholarship was recently established by WEMP. Special guidance by WEMP and the University will help the winner plan a curriculum leading to a degree in Journalism and including courses in Speech and Business Administration.

The four-year award is provided by WEMP to encourage young people in the Milwaukee area to enter the field of radio and television after completing their college education. When the scholarship plan is functioning at its maximum, WEMP will have four such scholarships in effect at one time.

WEMP's educational activities also include the broadcast of Marquette University's "Radio Workshop" program during the school year, and a Junior Achievement program, "High School Hit Parade."



Marquette University

This is to certify that

Ruthann Schaefer

is the recipient of a scholarship award
The WEMP Radio-Television Scholarship,
granted in recognition of academic excellence by the Committee on Scholarships of Marquette University, Milwaukee, Wisconsin, and applicable for the year 1953 – 1957.

Given under my hand and seal this 2nd day of July, 1953.

N. P. Loehr, S.J.
Fr. Norbert P. Loehr, S.J.
Chairman, Committee on Scholarships

MISS RUTH ANN SCHAEFER, winner of the $2,000 WEMP Radio-TV scholarship, discusses her college curriculum with (l. to r.) J. L. O'Sullivan, dean of the Marquette University College of Journalism; Hugh K. Boice Jr., WEMP general manager; and Rev. Norbert P. Loehr, S. J., University treasurer and chairman of the committee on scholarships. The scholarship certificate (top right) entitles Miss Schaefer to four years study at Marquette University.

Director Marjorie Griffin Leake, 40% owner of KOMA Inc.

John T. Griffin is the brother of Marjorie Griffin Leake and brother-in-law of James C. Leake. Besides controlling KOMA Inc., they also have interests in KTUL Tulsa, KFPW Fort Smith, Ark., and KATV (TV) Pine Bluff, Ark., vhf Ch. 7 permittee. Their Tulsa Broadcasting Co. (KTUL) is applicant for vhf Ch. 8 at Muskogee, where the Griffin grocery interests are headquartered.

Mr. Bell, long known in both the broadcasting and publishing fields, was secretary-treasurer and general manager of WKY and the Oklahoma Pub. Co. from 1928-1948; directing head of KLZ Denver and KVOR Colorado Springs from 1936-1948 while under Oklahoma Pub. Co. ownership; general manager of WEEK Peoria, Ill., from 1946-1948, and general manager of KTOK Oklahoma City from 1950-1951.

L. M. Sepaugh, general manager of WSLI Jackson, said the new Ch. 12 station should begin operation within six months. A firm date will be set as soon as equipment deliveries from General Electric are verified. Since WSLI is affiliated with ABC, he assumed the TV station likewise would be a primary outlet of that network. National representative will be Weed Television.

Details of the four new grants follow:

Champaign, Ill.—Champaign-Urbana TV Inc. granted uhf Ch. 21; ERP of 16.2 kw visual and 8.71 kw aural; antenna height above average terrain 740 ft.

Jackson, Miss.—Standard Life Bcstg. Co. (WSLI) granted vhf Ch. 12; ERP 214 kw visual and 112 kw aural; antenna 700 ft. above average terrain.

Kearney, Neb.—Bi-States Co. granted vhf Ch. 13; ERP 56.2 kw visual and 30.2 kw aural; antenna height above average terrain 550 ft.

Oklahoma City—Oklahoma TV Corp. (amended to allow KOMA Inc. to acquire 50% interest) granted vhf Ch. 9; ERP 316 kw visual and 158 kw aural; antenna height above average terrain 1,530 ft.

FCC Asked to Okay WHOL For Temporary Operation

WHOL Allentown, Pa., should be permitted to continue operation until the new WEEX Easton, Pa., begins program test operation Aug. 15, FCC was advised last week by the chief of its Broadcast Bureau. WHOL has asked permission to operate until litigation ends in its quest to overturn the latest final decision of the Commission in the seven-year-old case granting WHOL's 250 w fulltime on 1230 kc to Easton Pub. Co. for WEEX [B•T, July 20, 6].

WEEX has agreed to allow WHOL to continue until Aug. 15. WHOL won the original decision, set aside after court appeal by Easton, and FCC allowed WHOL to continue pending outcome of the comparative proceeding.

TV Processing Procedure

NEW TV processing procedure announced a fortnight ago by FCC to expedite hearing cases and grants in major markets having little or no operating TV stations [B•T, July 20] will become effective Aug. 24, it was learned last week. The revised city priority lists will be issued shortly thereafter, FCC spokesmen said. Official publication of the new procedure was made in the *Federal Register* Saturday, and the amended TV processing plan would become effective 30 days thereafter on Monday, Aug. 24. Under the plan, cities would rank in the new priority lists in the order of greater population and least operating local service. The lists will be revised every two months to reflect changing conditions.

SRA ASKS FCC TO REOPEN PROBE OF NETWORK SPOT REPRESENTATION

Issue, first raised in 1947 by the SRA predecessor organization, is again called to the attention of the Commission. Hearing in 1949 prompted FCC to put network-owned outlets on temporary license, pending review of situation. Review did not materialize.

CALL for FCC to reopen its investigation of the network "invasion" of the national spot representation field in both radio and TV was voiced last week by former FCC Chairman James Lawrence Fly in behalf of Station Representatives Assn. Inc.

Hitting the several years' delay upon the part of the Commission on solving policy questions concerning the networks and their representation of independently-owned radio and TV affiliates in the national spot field, Mr. Fly charged that "national public policy . . . requires that network encroachment upon station control and upon responsible non-network competition be eliminated forthwith."

"Patently, the hour is late," he concluded, alluding to the fact that it was SRA's predecessor, the National Assn. of Radio Station Representatives, whose complaint in 1947 to the U. S. Attorney General and to FCC resulted in the Commission's subsequent hearing in this matter.

The hearing culminated in a ruling by the Commission in late 1949 whereby ABC, CBS and NBC owned-outlets were placed on temporary license pending a projected over-all review of the network-affiliate relationship, an investigation which never has materialized.

These network-owned stations since have been granted regular renewals, as well as those of the Don Lee Broadcasting System (now a division of General Teleradio) which had been put on temporary license in 1946 pending investigation of option time, territorial rights and other related matters.

Mr. Fly, now partner in the New York-Washington radio-TV law firm of Fly, Shuebruk & Blume, was chairman of FCC at the time the "chain broadcasting regulations" were promulgated and made effective. These rules limit network control over operation of affiliated stations.

Termed 'Supplement'

The present FCC Chairman, Rosel H. Hyde, presided for the Commission in the Don Lee Network hearing in January 1947.

Mr. Fly's letter in behalf of SRA, dated July 17, was termed a "supplement" to the original 1947 protest of the representatives' association. The letter noted that FCC held "extensive hearings" in November-December 1948 and January-March 1949 and on Oct. 31, 1949, "took intermediate action in placing certain network owned stations on temporary license pending the conclusion of this and other related matters."

Thereafter, the letter pointed out, "the Commission concluded that no definitive action would be taken at that time and indicated unresolved issues would be concluded after a general network investigation then in contemplation."

"This latter and broader proceeding has not been undertaken," SRA reminded the Commission.

"Conscious of the great work load on the Commission," SRA said it recognizes such a general inquiry cannot be expected in the foreseeable future, but called for immediate action on the limited issues surrounding the networks' national spot representation activities.

SRA contended: (1) These issues are "basic and simple and may feasibly remain isolated" from other network problems; (2) a conclusion on them "has become urgent" through "recent and current action" of NBC and CBS "in actually further encroaching and projecting still additional encroachment upon the station national spot representative field," and (3) "the rapid growth in the number of television stations accelerates the development of practices which, permitted, will become industry fixtures."

SRA's position in substance is that the national networks, already controlling most of their affiliates' broadcast hours, may not acquire "further control" over the stations' time, business and programming "without running counter to sound public policy and to the controlling policy if not the specific letter of the Commission's network regulations."

"In complete disregard for the Commission and the proceeding before it," SRA asserted, "NBC and Columbia have recently acquired the national spot representation" of certain independently owned and operated affiliated stations. SRA pointed to NBC's new representation of KPTV (TV) Portland, Ore., KONA (TV) and KGU Honolulu, and KSD-AM-TV St. Louis and CBS' new representation of WMBR-AM-TV Jacksonville, Fla., and KGUL (TV) Houston-Galveston, Tex.

Alleging that the networks are becoming bolder because of FCC's failure to settle the issues and citing the urgency created by TV's growth, SRA argued:

> **The sledge hammer force of affiliation or non-affiliation may easily be used to force the independent stations to yield control of national spot competition. And this force we know is being used. The Commission needs no charts or graphs to recognize the importance to a TV or AM station of network affiliation. The very weakness of the bargaining power of an individual station renders it helpless against this force in the absence of action to implement the national public policy.**

Turning to network expansion into the field of TV film production, SRA said this "fast developing" practice is further aggravating the problem. Noting that these films are mailed to affiliated for airing at different times, SRA said "these practices are to be distinguished from the live show or even the film show simultaneously transmitted by electrical means for simultaneous broadcast by all affiliated stations."

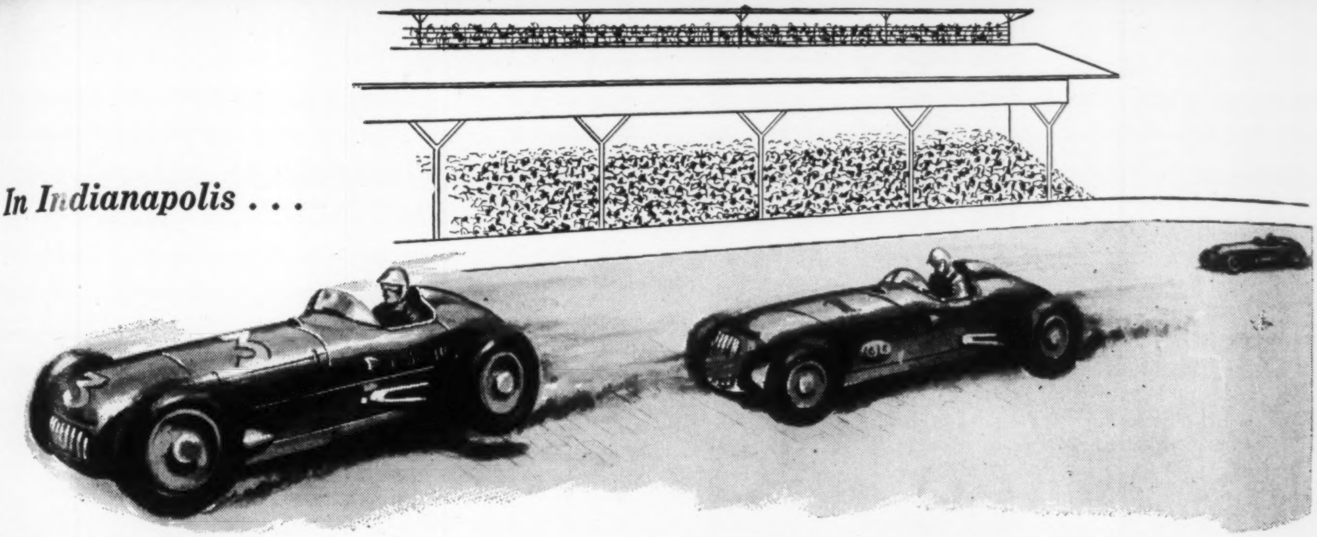
Contrary to the statutory definition of network broadcasting, SRA alleged, "the networks force recognition of this service as 'network broadcasting'; station revenue is dismissed accordingly and licensee responsibility further impaired. "

CBS legal authorities last week said they

Text of SRA Letter

FULL TEXT of James Lawrence Fly's letter to FCC in behalf of Station Representatives Assn. is published on page 111 of this issue. SRA asks FCC to reopen its onetime investigation of major network representation of independently-owned affiliated stations in the national spot broadcasting field.

In Indianapolis . . .



EVENING IS EVEN BETTER

It sounds like a stopper but it's true—*evening* radio time is even better than early morning which no one needs to tell you is an excellent value from the standpoint of listeners per set, audience turnover and family-type audience.

To be specific . . . take Indianapolis, where a survey* of the three-hour periods 6:00 to 9:00 P.M. versus 6:00 to 9:00 A.M. Monday through Friday discloses these extremely interesting percentages:

13% higher average ratings on WIBC in the evening.

13% more sets in use in the evening.

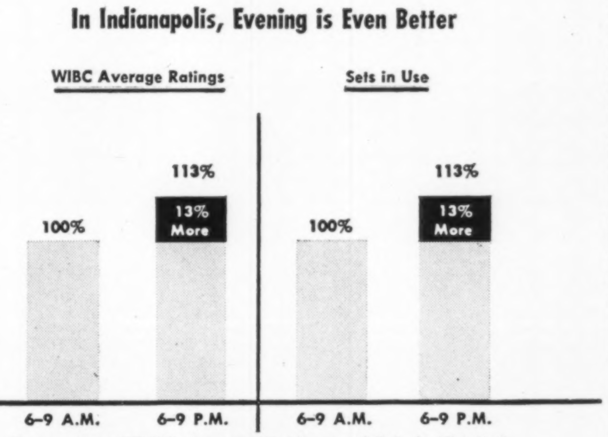
Giving a still sharper edge to these figures is television's complete penetration into the Indianapolis area!

This is no isolated case: it's repeated in city after city coast to coast. Even in many mature television markets, evening radio offers a far larger audience than early morning, yet the cost per thousand comparison is most attractive.

Bargain-wise advertisers and agencies should have all the facts with which we support our statement that nighttime radio is *today's best buy.*

Call your John Blair man *today!*

particularly over WIBC, Indiana's First and Only 50,000 Watt Station



Comparison WIBC Average Ratings and Sets in Use 6–9 A.M. vs. 6–9 P.M. Mon.–Fri. 6–9 A.M. equals 100%.

*Source: January Pulse Indianapolis

This is one in a continuing series of advertisements based on regular syndicated audience measurement reports. To achieve a uniform basis of measurement, the stations chosen for this series are all John Blair-represented outlets . . . all in major markets, all in mature television markets.

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

NEW YORK • BOSTON • CHICAGO
ST. LOUIS • DETROIT • DALLAS
SAN FRANCISCO • LOS ANGELES

were not served with a copy of Mr. Fly's letter and accordingly could not comment on it.

NBC, which received a copy, said it tentatively was planning to answer it in a letter to the Commission, although a final decision might not be made before this week.

The nature of the reply under consideration was not disclosed but officials pointed out that in the 1948-49 hearings NBC—as well as CBS and also ABC, which at that time represented some stations other than their own—took the position that SRA's charges were unfounded and untrue and that SRA could cite no instance where a network had used affiliation as a device to pull itself up in the spot field.

They also pointed out that in the FCC hearing no station official testified against network activity in the representation field and that, on the other hand, all station people who did testify were in favor of such activity.

It was also noted Mr. Fly's contention that stations' use of network film non-simultaneously does not qualify as "network broadcasting" was raised by him during the 1948-49 hearing. It was the networks' position that a station should not be "penalized" by loss of network status because of the absence of intercity relays and that AT&T is correcting and ultimately will correct this situation by making intercity channels available to link the stations with the nationwide network.

Mr. Fly's reference to networks' expansion in the field of TV film production was termed "irrelevant."

WFMZ-TV Ownership

WFMZ-TV Allentown, Pa., new uhf Ch. 67 companion outlet to WFMZ-TV there, is owned by Penn-Allen Broadcasting Co. and not Easton Pub. Co. as reported in B•T, June 20. Raymond F. Kohn is Penn-Allen president. Easton Pub. Co. is operator of WEEX-FM Easton, permittee for WGLV (TV) there on uhf Ch. 57, and holds a construction permit for a new AM station there, to be WEEX.

WCAV, Larus Oppose WTAR Bid for Hearing

CAVALIER Broadcasting Co. (WCAV) Norfolk and Larus & Brother Co., licensee of WRVA WRVB (FM) Richmond and WRVC (FM) Norfolk last week filed in opposition to petitions by WTAR Radio Corp. (WTAR-AM-FM-TV) Norfolk, and Hampton Roads Broadcasting Corp. (WGH) Newport News, Va., which ask FCC to designate for hearing an application to assign WCAV to Larus.

The WTAR petition charged the primary reason for the sale was to afford Larus a second outlet in the Norfolk area in contravention of FCC multiple ownership rules and against the public interest. WTAR charged that since WRVA went on the air in 1939 it had made claims at various times that its signal "blankets" the Norfolk market and that it now is "discreetly silent" about its Norfolk activity and overlap with WCAV [B•T, July 6].

The WCAV and Larus petitions asked that the WTAR petition be dismissed on the ground neither petitioner is a party in interest to the proceeding for the assignment of WCAV to Larus.

The Larus petition argues the overlapping daytime service of WRVA and WCAV is of minor importance and that it "has never claimed that WRVA served the Richmond and Norfolk markets equally well. Anyway, advertising claims by a station regarding coverage are immaterial."

Larus argues that the estimate that Norfolk constituted approximately 20% of WRVA's listening audience was due to the fact that WRVA was the only source of CBS programs in the area. Larus contends that:

". . . When WTAR Norfolk becomes the CBS affiliate in September, the Norfolk audience desiring CBS programs will listen to the station with the stronger signal (WTAR), rather than the one supplying a signal of marginal value (WRVA). Acquisition of WCAV will enable Larus to render service with a quality signal to the Norfolk area, replacing the present service that has an inadequate and unsatisfactory signal."

BEAUMONT, ALLENTOWN TV PROPOSED

FCC examiners issue initial decisions for grants to KTRM in Texas and Queen City Broadcasting Co. in Pennsylvania.

INITIAL decision, proposing to grant vhf Ch. 6 at Beaumont, Tex., to KTRM Inc., licensee of KTRM, was issued last week by FCC Hearing Examiner Annie N. Huntting. Assurances of better public service because of integration of ownership and management, superior programming and technical facilities, and local stock ownership and community participation were cited as the decisive factors.

The examiner simultaneously would deny the competitive applications of Beaumont Broadcasting Corp. (KFDM) and The Enterprise Co. (KRIC), publisher of the *Beaumont Journal* and *Enterprise*.

In another initial decision FCC Hearing Examiner Benito Gaguine proposed to grant uhf Ch. 39 at Allentown, Pa. to Queen City TV Co. The proposed ruling stems from the dismissal of B. Bryan Musselman et al (WSAN-AM-FM Allentown) of its competitive application for the same channel.

The proposed grant to KTRM calls for ERP of 35 kw visual and 18.7 kw aural with antenna height above average terrain of 592 ft., above ground 611 ft.

KTRM's principal officers and directors, owning about 76.2% of the voting stock, are: President Jack Nell, Vice President-Treasurer Joseph S. Trum, Secretary Ben F. Hughes and W. P. Hobby. Mr. Hobby, former governor and lieutenant governor of Texas, now publisher of the *Houston Post*, licensee of KPRC-AM-FM-TV Houston, has an option to purchase an additional 25% interest. His wife is Oveta Culp Hobby, Secretary of the Department of Health, Education and Welfare.

KFDM is owned 40.62% by D. A. Cannan and family; 24.81% by C. B. Locke and family and 31.83% by 9 Beaumont stockholders.

Principals in KRIC are Vice President and Treasurer E. C. Davis (8.14%), Secretary Eva H. DuJay (11.54%) and the Estate of Mrs. J. L. Mapes (63.82%), voted by President O. E. Davis.

The recommended grant in Allentown, on Ch. 39 to the Queen City TV Co. specifies ERP of 107 kw visual and 54 kw aural with antenna height above average terrain of 350 ft.

Principals in the proposed grantee include Farris E. Rahall (34%), 25% owner of Raleigh Transit Co., Beckley, W. Va., city bus lines, secretary and 22% owner of WKAP Allentown, vice president and 25% owner of WNAR Norristown, Pa. and secretary and 15% owner of WWNR Beckley, W. Va.; President Frank Hausman (15%), 60% owner of General Paving Co., Allentown; Vice President Max Cornfield (15%), automobile dealer; Secretary Ogden R. Davies (7%), ⅓ owner of golf course, general manager and 4% owner of WKAP Allentown and 2.4% owner of WNAR Norristown, and Bernard B. Naef (6%), real estate development and ⅓ owner of golf course.

No Call Confusion—FCC

CONTENTIONS that similar call letter assignments may be confusing were turned down by FCC last week in two cases. The Commission denied a petition by WMT-AM-TV Cedar Rapids, Iowa (American Broadcasting Stations Inc.) requesting cancellation of the call WMTV (TV) assigned to Bartell TV Corp., uhf Ch. 33 permittee at Madison, Wis. FCC noted Madison is 130 miles from Cedar Rapids "and doesn't see likelihood of confusion." The Commission also denied petition of WJDA Quincy, Mass. (South Shore Broadcasting Co.) requesting that WVDA Boston (Vic Diehm & Assoc.) be required to change its call. WVDA formerly was WNAC under General Teleradio, the latter now operating WLAW Lawrence-Boston as WNAC.

FCC Approves Petry Purchase Of 22% Share in KFMB-AM-TV

SALE of 22% interest in KFMB-AM-TV San Diego, Calif., to Edward Petry & Co. for $633,000 was approved by FCC last week as co-owners J. D. Wrather Jr. and Maria Helen Alvarez relinquish negative control [B•T, June 8].

New stock in the amount of 285.67 shares is issued to the station representative firm as Petry also acquires an option to purchase an additional 142.83 shares at $316,719 for a total interest of one-third in the radio-TV properties.

Mr. Wrather and Mrs. Alvarez earlier this year received Commission approval to acquire the KFMB outlets from John A. Kennedy for a total consideration of $3.15 million [B•T, March 30]. They also control KOTV (TV) Tulsa.

Meanwhile, FCC records last week disclosed that Petry has given up its 11% interest in KSTP-AM-TV Minneapolis-St. Paul. KSTP Inc., the licensee, has bought back the 22,200 shares of $1 par value stock held by the station representative. Price was not reported. Principal owner of KSTP is Stanley Hubbard, president and general manager.

Waterloo Vhf Ch. 7 Suit Recessed Until Aug. 25

HALF MILLION dollar anti-trust suit brought by KWWL against KXEL [B•T, July 13], both Waterloo, Iowa, recessed last week to Aug. 25 when the trial will be resumed. U. S. District Court Judge Henry N. Graven also ordered that all testimony taken thus far be considered part of the record on the merits of the case.

Engendered by heat of competition for Waterloo's lone vhf Ch. 7, suit was brought by KWWL on the charge that KXEL had inspired a boycott by advertisers, and that KXEL had misrepresented and defamed KWWL. Trial began July 17 and ran until it was recessed July 20. During the trial, KWWL ran a tape recording of two speeches by Joe Dumond, manager of KXEL.

Torrid heat wave during the trial caused Donald Kassner, KXEL chief engineer, to faint at one period in the proceedings. Representing KWWL is W. A. Roberts of the Washington law firm of Roberts & McInnis. Representing KXEL is Clair L. Stout, of the Washington law firm of Dow, Lohnes & Albertson.

Things look good on WCBS-TV

Look at cars. (Like Chevrolet, whose local dealers have used Channel 2 continuously for over five years.)

Only on TV, of all media, can you seat your prospect up front...demonstrate performance with an actual ride ...focus his full attention on individual features of engineering, style, and economy.

And only on WCBS-TV will you find the best average rating, day and night all week long, in the nation's biggest television market . . . the most quarter-hour wins . . . the biggest unduplicated audience.

Your product looks good—your business *is* good—when you are on the station most New Yorkers watch most of the time...

WCBS-TV *New York. CBS Owned. Represented by CBS Television Spot Sales*

Source: ARB, June 1953

CONGRESS, IN PUSH TO GO HOME, FREES FCC, FTC, CENSUS FUNDS FROM LOGJAM

FCC receives $7.4 million to operate in fiscal 1954, with more than $1 million pegged for TV. Congress, however, uses its economy knife on business, manufacturing and agricultural censuses; on FTC, and on radio propagation and standards studies by the National Bureau of Standards.

CONGRESSMEN, staying up late and working hard in committees last week, loosened the appropriations logjam.

Among the results:

- FCC now knows how much it will get to carry on its 1954 fiscal operation. Total sum for the year which began the first of this month is $7.4 million. Of this amount, $1,018,496 is to be applied to easing the Commission's TV application processing load.
- The National Bureau of Standards was expected to receive $2 million flat for its study of radio propagation and standards.
- The Bureau of the Census now must readjust its plans on the taking of business, manufacturing and agricultural censuses on the basis of $1.5 million, substantially less than originally earmarked for the Commerce Dept. branch.
- Federal Trade Commission also is not faring too well under congressional pruning knives. FTC can bank on $4,053,800 to operate in fiscal 1954.

While not all of these appropriations were cleared for the President, joint conferees already had agreed upon the above. Disagreement on other items in the separate bills (all unrelated) placed temporary brakes on clearance.

Senate Version Wins

Joint conferees agreed with the Senate version of FCC's budget, giving the agency the $300,000 additional appropriation which was won in the upper branch principally because of Sen. Edwin C. Johnson's (D-Colo.) floor fight earlier in the year [B•T, May 25].

The conferees said in effect that FCC must abide by the House direction, however. In other words, the Commission must apply the million and plus to TV. The Senate originally had been thinking in terms of FCC getting some of the money and then coming back for more if TV processing was at a speedy pace.

FCC now receives $900,000 more than it got for fiscal 1953.

The Truman budget had asked for $8.3 million for FCC. This was later trimmed by the GOP Bureau of the Budget which put the figure at $7.1 million.

FCC now has 10 examiner teams engaged in TV processing. The new appropriation, according to Sen. Johnson's estimates, would give the agency 24 teams. The Commission has been cataloging applications from legal people, according to experience. Some informal interviewing has been underway. But in respect to new examiners, FCC first must advertise in the *Federal Register*. This has not been done as yet.

It is understood that Sen. Johnson will be keeping close check on FCC as to progress made on the handling of funds in relation to the TV processing problem.

On the business-manufacturing-agriculture censuses, the House originally had thrown out the funds. The Senate disagreed, asking for $9.4 million to be available until Dec. 31, 1956 [B•T, June 1]. Finally, the House adopted an amendment proposing the $1.5 million on a fiscal basis to which the Senate concurred. Inserted were the words "spot checking" which the Bureau is now directed to do.

In radio propagation and standards research, the House had proposed a cut of $306,500 from the original request of $2,306,500. The Senate restored the cut. Conferees, however, accepted the lower figure of the House.

FTC, meanwhile, was told by the conferees that while it had not been authorized expenditures to hire a management consultants firm to survey the commission, the "project is desirable." Congressmen suggested the Bureau of the Budget be called in to assist FTC in this endeavor. In total, FTC gets $125,000 less, the Senate version winning over the House.

MOVIE TAX REPEALER SENT TO 'IKE'

A DRIVE by revenue-hungry motion picture people to have Congress repeal the 20% tax on movie theatre tickets succeeded last Friday when the measure was sent to the White House.

The bill (HR 157) stormed through the House via the House Ways and Means Committee and through the Senate via the Senate Finance Committee. It cleared the Senate Friday.

The tax-repealer was reported out of House committee a fortnight ago [B•T, July 13]. It was passed by the House Wednesday in less than two minutes when no objection was raised. The same day it cleared the Senate Finance Committee.

In a Senate report (S Rep 611), the Committee noted:

"The [movie] industry has been extremely hard hit through the introduction of television and other competing activities."

The bill was opposed by the Administration. The committee estimated the U. S. loss of revenue would be "approximately $100 million."

Senate Finance Committee Chairman Eugene D. Millikin (R-Colo.) said his group felt the movie industry was in "distress" and needed aid. The committee said total net income of all U. S. movie theatres declined 29.7% since 1946. Attendance was still on the decline, the report asserted. Since 1946, the report said, more than 5,000 movie houses have closed their doors.

Some Would Pocket It

Chairman Millikin explained that some movie theatres would pass the saving along to patrons while others would keep it to help make ends meet. If amendments are tacked on the bill in the Senate to give similar excise tax relief to other industries, the legislation might meet defeat, he cautioned.

Meanwhile, Senate leaders predicted prompt approval of House-approved legislation which would prevent movie stars and others from escaping U. S. income taxes by remaining abroad for at least 17 out of 18 consecutive months.

Homestretch

WITH Congress heading down the homestretch, B•T has assembled on the next few pages reports of legislation and events on Capitol Hill which affect or are of general interest to the broadcaster and to those in related fields. Congress has its sights trained on a July 31 adjournment, but the Administration leadership already has admitted the session could go longer. Most observers agree that Congress will wind up when well into August.

CONGRESS WINGS IIA WITH BOTH BARRELS

IIA, scheduled to become an independent branch on Aug. 1, suffers near mortal wound as the House clips 31% from its 1954 funds. And Sen. McCarthy triggers a threatening blast.

THE U. S. international information program last week found itself still the clay pigeon for Congressmen searching for fair game.

First shot was fired by the House a fortnight ago when that body sheared 31% from the 1954 appropriation for the International Information Administration.

The IIA includes Voice of America. The IIA is scheduled Aug. 1 to become an independent branch administratively with broad guidance on policy from the State Dept. This was assured by House action last week in approving President Eisenhower's IIA reorganization request.

The State Dept., however, warned that if the House cuts are allowed to stand it may capsize the VOA, forcing a radio shutdown. The cut for IIA was from $97 million to $50 million.

The Administration was putting all its eggs in the Senate basket. The Senate Appropriations Committee was scheduled to hold hearings on the budget request last Friday.

Second shot fired at IIA was by Sen. Joseph R. McCarthy (R-Wis.), long a critic of the program. He directed his attack against Dr. Robert L. Johnson, retiring chief of IIA. The Senator warned Dr. Johnson that the latter's statements criticizing his newly-hired subcommittee research director, Karl Baarslaag, would cost the overseas information program a heavy price in budget cuts.

Meanwhile, President Eisenhower indicated he was highly disturbed over the House budget cut. This was revealed by Sen. H. Alexander Smith (R-N. J.), a member of the Senate Foreign Relations Committee.

Sen. McCarthy is a member of the Senate Appropriations Committee. He wrote Dr. Johnson:

"Doctor, if you had deliberately set out to sabotage any possibility of getting adequate funds to run a good information program, you could not have done a better job in that sabotage than you have. . . . You have done almost irreparable damage to the possibility of obtaining adequate funds for an information program which could be a real Voice of America and not a voice of Moscow as it has been to such a great extent under the previous Administration."

Leonard F. Erikson, vice president and director of McCann-Erickson advertising agency, takes over as head of Voice of America today (Monday).

YOU SEE MORE ON CHANNEL 4
Chunk Pack and Fancy Solid Pack
BREAST-O'-CHICKEN
best o' TUNA
YOU SELL MORE ON CHANNEL 4
KROD-TV
CBS
You'll SEE MORE ON CHANNEL 4
Channel 4
FIRST IN EL PASO
LIPTON'S TEA
"Godfrey's Talent Scouts"
8:00 P.M. SUNDAY
EXTRA!
GODFREY
COMEDIAN
GARRY MOORE
Emcees
"TALENT SCOUTS"
KROD-TV
CHANNEL 4
Tonight You Have
"A DATE WITH JUDY"
at 9:00 p. m. over Channel 4
and Sunday night see the
thrilling adventures of
"ROCKY KING"
at 8:30 p. m. sponsored by
AMERICAN CHICLE CO.
Over
KROD-TV
CHANNEL 4
LOVE OF LIFE
4:15 P.M. MON. thru FRI.
AMERICAN HOME PRODUCTS
Join the GRAND PRIZE ROUND-UP!
TOP OF THE NEWS
MONDAY THROUGH FRIDAY
RIO GRANDE Distributing Co.
GRAND PRIZE

"... one of the most promotion - minded stations in Texas."

That's from Earl M. Richards of Foote, Cone & Belding in a recent letter.

"... our sincere thanks for the wonderful cooperation ..." writes R. L. Harris, Advertising Manager, American Chicle Company.

"Once again I want to express our appreciation for the excellent manner in which you have followed through ..." these kind words come from Wright Nodine of Geyer Advertising, Inc.

These letters and many more are greatly appreciated here at KROD-TV because they are proof that our merchandising cooperation really pays off in Effective Promotion.

*Effective Promotion ... examples shown in this advertisement ... include:

- **24 Sheet Posters**
- **Texas Size Post Cards**
- **Newspaper Publicity and Ads**
- **P. O. P. Displays**
- **Courtesy Announcements**
- **Sales Meetings**
- **Promotion Reports**

All these Effective Promotion services add up to MORE and BETTER Television shows for KROD-TV. More viewers for YOUR spots or programs. More SALES for your clients.

EP

..... Effective Promotion

Geyer Advertising, Inc.

American Chicle Company

Foote, Cone & Belding

KROD-TV

CHANNEL 4 — EL PASO, TEXAS

RODERICK BROADCASTING CORPORATION

DORRANCE D. RODERICK	VAL LAWRENCE	DICK WATTS
Chairman of Board	President and Gen. Mgr.	Sales Manager

THE BRANHAM COMPANY—EXCLUSIVE NATIONAL REPRESENTATIVE

TOBEY SPURS NARBA TO VOTE

There's no let-down on NARBA in Senate. On the contrary, Sen. Tobey asks for continued meetings on the international radio treaty until the Senate Foreign Relations Committee sees fit to vote upon it. Current obstacle to proponents is the Congressional drive to adjourn.

THERE is a strong move in the Senate Foreign Relations Committee, propelled by Sen. Charles W. Tobey (R-N. H.), to bring the North American Regional Broadcasting Agreement to a committee vote and, if approved, send it to the floor for action.

The aim is to get the treaty before the Senate for ratification before Congress adjourns, which may be by mid-August.

NARBA apportions various parts of the AM spectrum among the North American countries and has been awaiting ratification since February 1951. It takes a two-thirds majority of Senate members, present and voting, to ratify an international treaty.

Developments last week on NARBA, on which hearings were held the second week of July [B•T, July 13], were:

- FCC Chairman Rosel H. Hyde, who headed the U. S. delegation which negotiated the treaty, was questioned Tuesday in closed session with some nine members of the committee present.

In No Hurry

- Sen. Walter F. George (D-Ga.), ranking minority member of the committee, indicated the group should not be in any "hurry" to consider the agreement. It was learned, however, that Sen. George has been asked by Sen. Tobey to change this position and the Georgian, a veteran legislator, may go along.
- Sen. Tobey also has applied a gentle touch to Sen. Paul H. Douglas (D-Ill.) to study NARBA. Sen. Douglas, it is understood, had "watered down" his objections to NARBA when he publicly opposed it at first [AT DEADLINE, July 13].
- Sen. J. William Fulbright (D-Ark.) is said to be in favor of the treaty and may actively support it. He is a member of the NARBA subcommittee of the Senate Foreign Relations unit.
- Sen. Tobey asked the committee's chairman, Alexander Wiley (R-Wis.), to continue consideration of NARBA until a committee vote can be taken. It was reported that Sen. Wiley was willing for meetings to be held, but there is difficulty in getting members together.
- It also was reported that Sen. Tobey still wants the treaty to come before the Senate, irrespective of victory or defeat, though he would want the former.
- Another development was the report that some attempt may be made to make it the sense of the Senate that FCC assure radio coverage to farm areas (farm groups have objected strenuously to the treaty) by not permitting stations which serve those regions to suffer a diminishment of power because of NARBA.

New Hoover Commission Ordered by President

A NEW Commission on Organization of the Executive Branch of the Government (Hoover Commission) has been ordered by President Eisenhower. Former President Herbert Hoover again will chairman the study.

The first commission, set up by the Truman Administration, operated from 1947 to 1949. Its recommendation for reorganization of the FCC eventually wound up before Congress via the White House. The first, in 1950, was rejected by the Senate [B•T, May 22, 1950]. A second attempt met similar defeat in the 82d Congress when a Senate committee turned down the plan in view of the previous Congress' action.

Both proposals would have invested additional powers in the office of the FCC chairman. They would have given the Chairman authority on executive and administrative functions, transferring it from the full Commission. The later plan would have allowed the Chairman jurisdiction on the appointment and assignment of personnel in the immediate offices of the Commissioners [B•T, March 26, 1951].

Mr. Hoover said the new commission will concentrate on overlapping functions of government departments and initiate a study for eventual civil service reforms. Sen Homer Ferguson (R-Mich.) and Rep. Clarence Brown (R-Ohio) sponsored legislation setting up the commission. They said the new group would have broader powers.

BROADCAST MEDIA IN HILL DEBATE

BROADCAST media got some play in a somewhat indirect way in these situations on Capitol Hill last week:

During a stormy session of the House Government Operations Committee Thursday, committee members prevented Chairman Clare E. Hoffman (R-Mich.) from going through with a plan to record their remarks. Two Congressmen, noting microphones before them, threatened to walk out unless they were removed. They said Rep. Hoffman, who has differences with his committee members on what the group should investigate, could use the wire recorder to make their remarks out of context and broadcast them on the radio.

Senate Ire Up

In the Senate, during angry debate between Sen. Joseph R. McCarthy (R-Wis.) and Sens. Herbert H. Lehman (D-N. Y.) and Mike Monroney (D-Okla.), Sen. Monroney declared he did not believe "that televising hearings of crackpots, Communists, or fellow travelers no matter who they may be, is an effective way to root out communism." Later he cautioned the Wisconsin Senator that the search of subversives ought not be by television "but by scientific crime detection." By the latter, he explained, he was referring to the FBI.

HINSHAW BILL WOULD MAKE PAY-SEE, THEATRE TV BOTH 'COMMON CARRIERS'

California GOP Rep. Carl Hinshaw introduces a House bill to amend the Communications Act of 1934 to make 'Box Office TV' a common carrier, removing subscription-theatre video from the broadcasting category. No action is seen this session.

BOX OFFICE television—so-called subscription or theatre TV—would be "deemed . . . common carrier" by a proposed amendment to the Communications Act.

This is the purpose of a House bill (HR 6431) introduced last week by Rep. Carl Hinshaw (R-Calif.).

The legislation was looked upon by broadcast industry observers as both significant and broad in its implication.

The measure would place both subscription and theatre TV in the public utilities category. In other words, FCC would set tariffs, rates (for type of service and amount), return entitled on investment, etc. These are some of the regulations which govern the telephone and telegraph industries.

No Charges Wanted

Rep. Hinshaw told B•T he introduced the bill because he believed the definition of "broadcasting" in the Act should remain as it is now. "Broadcasting should be disseminated for the public without any charges," he asserted flatly.

The Congressman pointed out that a year ago (July 2, 1952) during House debate on a conference report dealing with the McFarland Bill (now law), he had insisted on no change in definition.

At that time, he warned he would amend the Act to make this clear both in intent and definition.

The bill last week was referred to the House Interstate & Foreign Commerce Committee. It was conceded, however, that there was no chance for it to be considered because of the rush by Congress to adjourn.

But the committee could take up the measure next year in the second session of the 83d Congress.

May Affect FCC

It was speculated in Washington that the bill, if passed next year, could preclude the FCC from authorizing subscription TV as an adjunct of the broadcasting arts.

Introduction of the measure, alone, probably will mean that the committee will call for comments from FCC, and likely tie up any forthcoming decision.

Text of the bill follows:

A BILL

To amend the Communications Act of 1934 with respect to its application in the case of subscription radio and television.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That section 3(h) of the Communications Act of 1934 is amended by inserting before the period at the end thereof the following:

"*Provided*, That a person engaged in interstate or foreign communication by radio of program material intended to be received by members of the general public only upon the payment of a charge, fee, or other form of direct compensation shall be deemed to be a common carrier."

SEC. 2. Section 3 (o) of the Communications Act of 1934 is amended to read as follows:

"(o) 'Broadcasting' means the dissemination of radio communications intended to be received without the payment of any charge, subscription fee, or other form of direct compensation, by the general public, directly or through the intermediary of relay stations."

SENATE APPROVES GLOBAL TV GROUP

Prospect of a new Commission on International Telecommunications (before Congress adjourns) looked good last week. The Senate okayed the proposal to study global TV as well as other international telecommunications developments.

THE SENATE last Thursday passed a joint resolution (S J Res 96) to set up a new Commission on International Telecommunications.

Purpose of the nine-member commission, members of which would be drawn from government, private industry and the educational field, would be to look into all new developments in international telecommunications. The commission would determine whether the U. S. Government has kept pace with scientific advances. Uppermost is the possibility of using a transatlantic TV network as part of the U. S. information program [B•T, July 6].

Measure Amended

The measure was amended on the Senate floor. Changes were proposed by Sen. Edwin C Johnson (D-Colo.) These amendments (1) changed the official name to Commission on Governmental Use of International Telecommunications, and (2) all references to domestic communications facilities were deleted. Thus, Sen. Johnson placed a safeguard against any possible usurpation of Senate Interstate & Foreign Commerce Committee jurisdiction.

The Senate Foreign Relations Committee reported out the resolution July 18 and sped it to the Senate.

The report noted that the U. S. "spearheaded the technical development of television." Other countries seek our advice and guidance in setting up their own networks, the report asserted. The report said in effect that the U. S. should keep the initiative and assure itself the opportunity to place its TV broadcasts on the networks of other countries. Otherwise, TV will develop "haphazardly" among the free nations, the report said.

Sen. Bourke B. Hickenlooper headed a Senate Foreign Relations subcommitee which had probed the U. S. information program overseas. The subcommittee had asked for a strengthened Voice of America and had suggested global TV.

Microwave Study

The commission would report to Congress on ideas advanced for setting up a microwave relay chain to carry TV as well as other telecommunications.

A joint resolution calls for the same procedure in Congress as ordinary legislation. Thus, the resolution must be approved by the House and then signed by the President before the commission can be set up.

FCC was asked informally for its opinion on such a commission. The FCC reported it had no objections.

The telecommunications commission would have authority to obtain any information from Government agencies it believes necessary in its studies. It would have $250,000 to conduct its work.

Seaton Reported Aiming For Return to Senate

THERE was a report last week that former Sen. Fred A. Seaton (R-Neb.) may seek to return to the U. S. Senate.

Mr. Seaton is president of KHAS Hastings and KMAN Manhattan, both Kansas, and vice president of KGGF Coffeyville, Neb. He was appointed to succeed the late Sen. Kenneth Wherry (R-Neb.) in December 1951 and served one year. Then he retired from the Senate.

In the 'World Herald'

The report was published last Thursday in the *Omaha World Herald*. The paper said Mr. Seaton would run for the seat of Sen. Dwight P. Griswold (R-Neb.), who was elected last November to fill Sen. Wherry's unexpired term. That term will run out next year.

Both Sens. Griswold and Hugh Butler (R-Neb.) expressed surprise when informed of the published story. They indicated no knowledge of Mr. Seaton's reported plan.

House Asks for Findings In Gleeson Claim Bill

THE HOUSE last week directed the U. S. Court of Claims to submit findings of fact on the claim against the U. S. of William L. Gleeson so that the chamber can act on Mr. Gleeson's bid.

Pending in the House is a relief bill (HR 5638), sponsored by Rep. George P. Miller (D-Calif.). The bill would compensate Mr. Gleeson for losses he claims he suffered in beginning construction of KARO (TV) Riverside, Calif., which was granted by FCC in 1946. The work on the station was halted by FCC in a 1947 order when the Commission decided that the share arrangements on Ch. 1 between other services and TV would not work.

The bill asks for $306,276.55 to be paid Mr. Gleeson for expenditures and an additional $149,448.82 for damages.

Mr. Gleeson is now an officer of the new Universal Broadcasting System, a radio program service.

Freeman Takes RTMA's Taxation Ideas to House

A. M. FREEMAN of RCA Victor Div., chairman of the Radio-Television Mfrs. Assn. taxation committee, last Wednesday testified on depreciation and amortization before the House Ways and Means Committee.

The committee has been engaged in lengthy hearings on general revenue revision.

Mr. Freeman stressed the need for a better government system for writing off electronics equipment for tax purposes.

WBT Praised by Rep. Jones

WBT Charlotte, N. C., programming was saluted by a Tar Heel Congressman on Capitol Hill last Tuesday. In the *Congressional Record*, Rep. Charles R. Jonas (R-N. C.) commended the station for its "excellent public service programs," and praised General Manager Charles H. Crutchfield, Program Director Kenneth I. Tredwell and Public Relations Director William Nelson.

Rep. Jonas noted that WBT received the first award for a program series entitled *Crusade for Freedom* from the Institute for Education by Radio.

BBC Drops Debate, Angers Sen. Flanders

Irate Senator criticizes British government monopoly on radio when BBC fails to carry his trans-Atlantic debate with Briton on Red China.

GREAT BRITAIN's government monopoly on radio was attacked last Wednesday in the U. S. Senate by an irate legislator, Sen. Ralph E. Flanders (R-Vt.).

Sen. Flanders criticized the British Broadcasting Corp. for refusing to carry his trans-Atlantic debate on the recognition of Red China. His debate (with Edwin Hartley Cameron Leather, M. P.) was carried on ABC's *Town Meeting of the Air* last Tuesday. BBC did not carry the program.

The BBC issued an answer to Sen Flanders' charges last Thursday. BBC said the broadcast "arranged by the American producers for relay in the U. S. had not been refused on principle but existing BBC programs had not been cancelled to include it on one day's notice."

BBC's Preference

Noting that BBC's policy was re-stated to him as preferring "to present the points of view by speakers of its own selection," Sen. Flanders declared:

"This shows one of the great advantages of the private enterprise company [in U. S. radio] as compared with the government monopoly. We here are often disgusted with the triviality and length of the commercials in our own programs, but even that is better than having the citizens of a country spoon-fed by a government monopoly."

Alec Sutherland, acting head of BBC's New York office, said, "It was explained to the ABC that the BBC prints its full program details in the *Radio Times*, which has a circulation of nearly 9 million and therefore has to go to press nearly two weeks before the programs are broadcast."

He said a transcription of the program "is being sent to program directors in London."

Mr. Sutherland said the particular forum in question was "not refused but the BBC New York office cannot guarantee that London program directors will cancel existing programs in favor of last-minute offers."

WGAY Asks Extension Of Daytime Schedule

WGAY Silver Spring, Md., suburban Washington outlet on 1050 kc with 1 kw daytime, asked FCC last week to waive provisions of its rules which limit operation to sunrise-to-sunset only to allow uniform year-round programming from 4 a.m. to 7 p.m. or local sunset, whichever is later. WGAY wrote FCC in part:

> For the past several years. FCC has been devoting almost its full time to the more dramatic problems of the broadcasting industry such as television and color television. We feel that it is time that the Commission gave some attention to the problem of the independent operator who runs daytime stations. . . . Competition has been keen, but it is quite clear by now that AM radio is here to stay despite the advent of FM and TV. . . . There is no valid reason why local independent daytimers should face unusual handicaps in this highly competitive industry.

WABY Denied Petition On Earlier TV Grants

CITING failure of WABY Albany, N. Y., to set forth specifically its allegations of injury, FCC last week denied the station's petition of July 10 protesting earlier new TV station grants at Albany and Schenectady [B•T, July 20, 13].

WABY complained that it was hurt by the grant of uhf Ch. 23 to WPTR Albany and uhf Ch. 35 to Van Curler Broadcasting Corp., authorizations which resulted from an unexpected shuffling of Albany-Troy-Schenectady competitors [B•T, June 15].

In dismissing the WABY protest of economic injury, made pursuant to Sec. 309(c) of the Communications Act, FCC indicated the charges were too general and explained that "unstated and unsupported inferences, implications and deductions do not constitute concrete, basic facts."

In two other cases, meanwhile, FCC disposed of protest petitions pertaining to competing TV applications.

The Commission denied petitions by Lawrence A. Harvey, applicant for uhf Ch. 34 at Los Angeles, requesting dismissal of the competitive bid of Spanish International Television Co. on the grounds it is defective. FCC indicated that while the Spanish International application may not be in as full detail as might be desired, it still is "sufficiently complete to warrant further consideration" on its merits in comparative hearing.

Leonard J. Schafitz' petition to dismiss the competitive uhf Ch. 39 application of Sharon Herald Broadcasting Co. (WPIC) at Sharon, Pa., as defective was itself dismissed as moot. WPIC has amended the bid to correct the alleged deficiency of improper transmitter separation from uhf Ch. 53 at Pittsburgh, FCC noted. A minimum 60-mile spacing is required by FCC's rules.

W. Va. Ch. 5 Shift

ADDITIONAL assignment of vhf Ch. 5 in West Virginia was finalized by FCC last week at Weston instead of Glenville as originally proposed in April upon petition by Polan Industries [B•T, April 27]. Polan is permittee of WPTV (TV) Ashland, Ky., and WUTV (TV) Youngstown, Ohio. The switch was made upon contention by WCYB Bristol, Va., that the Glenville assignment would prevent WCYB's use of Ch. 5 at Bristol.

WTVP (TV)-WCIA (TV) Agree on Transmitter

WTVP (TV) Decatur, Ill., new uhf Ch. 17 station, agreed last week not to continue its economic protest to FCC against WCIA (TV) Champaign, Ill., if the latter gives up plans to move its transmitter site from Seymour to White Heath, several miles closer to Decatur. FCC had called for hearing on WTVP's protest, which alleged it lost CBS affiliation because WCIA would serve Decatur with a "principal city" signal from the White Heath site [B•T, July 13].

WCIA is assigned vhf Ch. 3 with ERP of 100 kw visual and 50 kw aural. WTVP will use ERP of 18 kw visual and 9.8 kw aural.

WCIA originally was to use a transmitter on State Highway 47 at Seymour, 10 miles west of Champaign, with an antenna 810 ft. above average terrain. Later, FCC approved a move to White Heath, also along Highway 47, but 14 miles from Champaign and with antenna 1,000 ft. above average terrain.

Appearing before Hearing Examiner Basil P. Cooper Tuesday, WCIA offered to apply for reapproval of transmitter site at Seymour, but with 1,000 ft. antenna, if WTVP would give up its protest.

WEBC Asks Third Vhf For Duluth-Superior

SOLUTION to deadlocked vhf Ch. 3 and Ch. 6 hearings at Duluth, Minn.-Superior, Wis., was posed last week by WEBC Duluth in petition asking FCC to allocate vhf Ch. 10 there. This would make available three vhf channels for three contestants. WEBC would substitute Ch. 10 at Duluth-Superior for uhf Ch. 32. In turn, Ch. 32 or Ch. 65 would be substituted for Ch. 10 at Hibbing, Minn., and Ch. 64 for Ch. 10 at Hancock, Mich.

Oral argument was held before the Commission July 14 on the multiple pleadings already pending in the Ch. 3 and Ch. 6 cases. The Ch. 3 contest involves KDAL Duluth and WEBC there, WEBC seeking Ch. 3 at Superior. WEBC long has sought consolidation of the Ch. 3 and Ch. 6 cases since the two cities are involved in the same allocation. WEBC also has pending an application for amendment to Ch. 6. WDSM Superior and Lakehead Telecasters, part-owned by WREX Duluth, have been the Ch. 6 contestants but Lakehead has dismissed its bid and WDSM seeks completion of the hearing with it as sole survivor. WDSM and WREX have merged and WREX has been deleted.

FCC Cautious on Extensions

INDICATING it proposes to pursue a firm policy in granting additional time to complete construction of new TV stations, FCC last week advised three uhf permittees it could not approve pending applications for time extensions "on the basis of present information." The three, all granted last November, include WKMI-TV Kalamazoo, Mich., Ch. 36; WRAK-TV Williamsport, Pa., Ch. 36, and KTVR (TV) Galveston, Tex., Ch. 41. The Commission has asked for additional data on their construction and commencement plans.

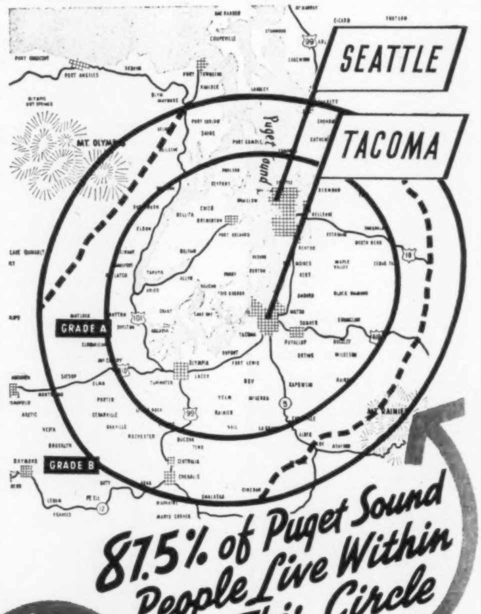
Cover Seattle with low Tacoma rates!

Coverage Area of KMO-TV, Channel 13, As filed with the FCC, January 1953.

Effective Radiated Power—95,500 watts!

Antenna height above sea level—951 feet!!

HEIGHT means *might* in this Puget Sound Area, and KMO-TV with the tallest TV Tower in the area has the HEIGHT for a *mighty* good signal into the 263,000 TV sets in this 10-county Puget Sound region!



Buy KMO-TV Lucky CHANNEL 13

Tacoma, Wash.

Represented Nationally by
The Branham Company

ACT NOW!

Be the One Station In Your City To Broadcast

Notre Dame Football

from the IRISH FOOTBALL NETWORK

Top Pulse Ratings*

New York City	WMCA	*FIRST* of 10 stations
St. Louis	KXOK	*FIRST* of 9 stations
San Francisco	KYA	*FIRST* of 12 stations
New Orleans	WWEZ	*SECOND* — neck-and-neck with 1st station carrying local interest game.
Pittsburgh	WWSW	*SECOND*, 8 stations
Philadelphia	WPEN	*SECOND*, 7 stations
Chicago	WCFL	*THIRD* — pushing 1st and 2nd of 9

**Pulse Football Ratings Oct.-Nov., 1952*

Joe Boland's Play-by-Play

Nationally known, authentic Joe Boland's play-by-play reflects his 12 years experience as football coach at four colleges including Purdue and Notre Dame.

Proved Performance

In 1952, 88 stations in U.S.A., in addition to Alaska, Hawaii and Armed Forces Radio, carried the home and away Notre Dame games through the IRISH FOOTBALL NETWORK. Stations report results like this: "Client delighted." "Superb broadcasts." "Irish Football Network has classified us with listeners as top football station in our area."

New Low Package Price Includes

All Line Costs
All Broadcast Privilege Fees
Joe Boland's Play-by-Play
Cueing for Commercials

And it's easy to figure your cost. In most states it is your highest hourly daytime rate with a minimum of only $75 per game.

IRISH FOOTBALL NETWORK
Operated by

WSBT
SOUTH BEND

FREE NEW BROCHURE
"1953 NOTRE DAME FOOTBALL"

Write! Phone! Wire!

Joe Boland, Manager, Irish Football Network
WSBT, Tribune Building
South Bend, Indiana, Phone 3-6161

000 WATTS • 960 KC • CBS • • • 32 YEARS ON THE AIR

TV STARTING TEMPO DOWN FOR WEEK; TWO BEGIN, ONE QUITS, OTHERS TEST

WROV-TV Roanoke turns in its uhf Ch. 27 permit while KEYT (TV) Santa Barbara and KIMA-TV Yakima begin operations. On-the-air total: 199.

TEMPO of new television stations going on the air with commercial programming slowed down a bit last week, although a few more began putting out test patterns and five others got special temporary authority from FCC to begin testing.

One station ceased operating and two others earlier reported as on the air are merely testing. Two new stations, however, one vhf and one uhf, began regular programming.

WROV-TV Roanoke, Va., which had gone on the air March 3, returned its construction permit, under which it had operated with special temporary authority, to FCC [B•T, July 20, 13]. Now off the air, it plans to compete for vhf Ch. 7 in Roanoke.

Two other stations previously had been reported as on the air, but they did not meet their target dates. The two, WISE-TV Asheville, N. C., and WTVI (TV) Belleville, Ill., now are on test pattern, according to their national representatives. They plan to begin commercial programming within the next week to ten days.

Two other stations, though, did get on the air with regular commercial programming. They are KEYT (TV) Santa Barbara, Calif., vhf Ch. 3, which has been on test pattern some time and reported last week it definitely would begin last Saturday (July 25), and KIMA-TV Yakima, Wash., uhf Ch. 29, which went on the air last Monday after having been on test pattern since June 30.

Six other stations are on test pattern now, but they will not be counted as commercially operating until the time they actually accept sponsored programs (see list at end of this story).

Here are the vital statistics on operating stations:

Total operating: 199 (including one noncommercial-educational).

Total vhf: 155 (including one noncommercial-educational).

COMDR. M. W. LOEWI, president of WITV (TV) Miami, stands knee-deep in the Florida brush as he breaks ground for the uhf Ch. 17 outlet. Pointing to the station's tower site is Mayor Tom Setley of Hollywood Ridge Farms. Comdr. Loewi is assistant to the president of the Allan B. DuMont Labs.

Total post-thaw vhf: 48 (including one noncommercial-educational).

Total post-thaw uhf: 43.

Total post-thaw stations: 91.

Add the six stations on the air with a test pattern plus five others which have received special authorization for test-pattern operation, and the grand total reaches 210.

All operating stations are listed each week in TELESTATUS. All grantees are listed weekly in FOR THE RECORD section. Those planning a commencement within the next 30 days also are listed at the end of this story.

KIDO-TV Boise, Idaho, which went on the air July 12, has received "highly gratifying" comments from viewers in southern Idaho, Walter E. Wagstaff, general manager, said last week.

CONSTRUCTION for a new building to house WNAM-AM-TV Neenah, Wis., gets underway as the first spadefuls of sod are turned by (l to r) E. Fliegel, chief engineer; W. C. Porsow, WNAM station manager; R. D. Molzow, secretary-treasurer of Neenah-Menasha Broadcasting Co., licensee of the stations, and Don C. Wirth, vice president-general manager for WNAM-AM-TV.

"Some time ago," he recalled, "we were faced with the decision of going on interim operation for the sake of getting ahead of some of the other markets, or waiting until we could get on with full-power operation. We chose the latter course and are now very happy that we did. There is no better picture quality anywhere in the country," he claimed, "and there are not many stations that are as good."

The *Boise Idaho Statesman* saluted KIDO-TV with an editorial and several pages of stories and pictures in its editions of July 11, 12.

"We are hitting the air Saturday, July 25, with a thoroughly professional schedule from 3 p.m. to midnight for the opening day," Harry C. Butcher, chairman of the board of KEYT (TV) Santa Barbara, vhf Ch. 3, said last week. "Our regular schedule . . . will be 4 p.m. to midnight Mondays through Fridays and 6 p.m. to midnight Saturdays and Sundays," Mr. Butcher reported.

"We have a grand schedule for this time of summer . . . most of the top ten rated shows," Mr. Butcher said. ". . . We're hoping [that] by presenting as fine a schedule as any station on the West Coast we will get an excellent reaction," he added.

PORTLAND, Ore., Mayor Fred Peterson bends with the shovel to scoop out first dirt for construction of KOIN-TV's transmitter building. In line to help with the work are (l to r) Harry Buckendahl, vice president in charge of KOIN; Robert C. Knotson, managing editor, *The Oregonian*; Louis Bookwalter, director of engineering, and C. Howard Lane, vice president in charge of television.

Ben K. McKinnon, general manager of WGVL (TV) Greenville, S. C., uhf Ch. 23, said the station had received comments of "clear reception from Athens, Ga., which is approximately 90 miles from Greenville. We also have received reports of good reception from Toccoa, Elberton and Hartwell, Ga., from Newberry and Greenwood, S. C., and from Forest City and Rutherfordton, N. C. This will give you an idea of the coverage that we are getting. Of course, we are blanketing Greenville, Anderson and Spartanburg as planned," Mr. McKinnon said.

WGVL met its July 15 test pattern target date and will begin commercial programming as planned, on Aug. 1.

"At last our antenna has been completed!" W. L. Shellabarger, president of WTVP (TV) Decatur, Ill., uhf Ch. 17, exclaimed last week. He said the station is to air its test pattern starting today (Monday), and that programs "will follow as soon as FCC approves."

KHSL-TV Delay

Officials of KHSL-TV Chico, Calif., said last week that delay in receiving some of its transmitting equipment has forced the station to delay its starting date to Sept. 1.

William E. Ware, president of KSTM-TV St. Louis, uhf Ch. 36, said construction of the station is continuing at a slow pace pending the settlement of a strike of steelmen and ready-mix concrete workers. Forms for the concrete and steel have been finished for two of the four tower footings and for the basement and foundation of the studio and office building, he said.

Establishment of rates of $300 per hour for WREX-TV Rockford, Ill., and the appointment of H-R Television Inc. as national representative for the station was announced last week by Soren Munkhof, general manager. The station, which is expected to go on the air in the fall, will operate on vhf Ch. 13.

Mr. Munkhof declared that the starting hourly rate was "extremely low," pointing out that

COMPETITION BY LAWSUIT

A Background Memorandum to:
Radio-TV News Editors and Commentators

Competition is king in America. Because it is, America's products enjoy a worldwide reputation for superiority.

In the moving of things from one place to another, competition for the shipper's business has helped to give us the best transportation network in the world. We have only about 6 per cent of the world's population—but we have the lion's share of the world's best transportation facilities.

Normally, these transportation agencies compete—to the extent permitted by government regulation—by providing customers with what they want: speed, convenience, economy, dependability—or some combination of these factors.

Now a new and negative form of competition has entered the freight transportation picture: *competition by lawsuit.* In Pennsylvania a small group of heavy truckers has sued the Eastern Railroad Presidents Conference, its public relations firm and 31 eastern railroads for $250,000,000. The charge accuses the railroads of "vilifying" the trucking industry. The actual purpose of the suit is to make the railroad industry the whipping boy for many of the troubles of the long-haul heavy trucking corporations. The suit is a smokescreen to hide the real objective of these long-haul truckers: that is, to change Pennsylvania's laws to permit bigger and heavier trucks on the state's highways.

These trucking corporations pretend that only the railroads want to limit the size of trucks; that only the railroads want the long-haul truckers to pay their fair share of building and maintaining highways. The suit seeks to camouflage the growing opposition to highway freighters by motorists, public groups and state and municipal officials.

The suit seeks to screen other basic and important facts, as well:

***First*, that more than 95 per cent of all trucks provide transportation services that are supplemental and complementary to railroad transportation. Some of these are operated by the railroads themselves.**

***Second*, less than 5 per cent of all trucks—the long-haul, heavy duty, highway freighters—are operated in competition with the railroads. It is the owners of these trucks who would gain the major benefits from laws permitting larger sizes and greater axle loads. Yet, it is the operators of these vehicles who have assumed the right to speak for the trucking industry as a whole.**

Indeed, it is the representatives of this small group of long-haul trucking corporations who now seek, in a court of law, to deny to anyone else the right to oppose their demands for bigger and heavier vehicles.

If the taxpaying citizens and corporations of a state (and railroads are among the largest taxpayers) are to be forbidden to cooperate in the advocacy of limits on large trucks — then how are any limits going to be set?

Is it in the public interest that these relatively few long-haul truck corporations should have the sole privilege of public discussion of their size and weight limits?

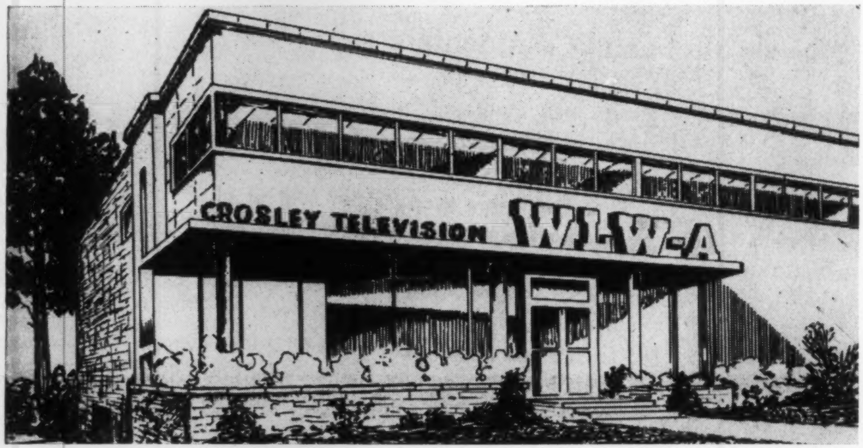
If so, what happens to our basic principle of freedom of expression?

DAVID I. MACKIE—*Chairman*
Eastern Railroad Presidents Conference
143 Liberty Street, New York 6, N.Y.

the Class "C" area has 153,610 TV sets and the total for Class "A" and "B" is 89,233. He predicted that the Class "A" and "B" total would number 100,000 sets by fall.

Excavation for KOMO-TV Seattle's new transmitter and tower on Queen Anne Hill began last Monday (July 20). Remodeling plans are underway for three large TV studios in the KOMO-AM-TV building at Fourth Ave. and Denny Way. Test pattern is expected by November with the starting date set for Dec. 11.

WKAR-TV East Lansing, Mich., owned by Michigan State College, will begin programming in early 1954, according to college officials. The station, on uhf Ch. 60, will have an effective radiated power of 243 kw visual and an antenna 1,000 feet above ground. Studios are to be located on the East Lansing campus with transmitter facilities near the town of Okemos, Mich.



CONSTRUCTION is to begin within the next few days on the new studios of WLWA (TV) Atlanta. The building, as shown in this drawing, will contain 36,000 square feet of floor space, housing the finest studio and engineering facilities in the South, according to William P. Robinson, president of Crosley Broadcasting Corp.'s newest operation.

- Here are the grantees which contemplate starting within the next 30 days. The information is provided by the station executives, the national representatives and the networks.

ARIZONA

KIVA-TV Yuma, vhf Ch. 11, August.

CALIFORNIA

KAFY-TV Bakersfield, uhf Ch. 29 (ABC and DuMont), represented by Forjoe TV Inc., Aug. 10 (test pattern on July 28).

KHSL-TV Chico, vhf Ch. 12 (CBS-TV), represented by W. S. Grant Co., Sept. 1.

KUSC (TV) Los Angeles, uhf Ch. 46, noncommercial educational, August.

KITO-TV San Bernardino, uhf Ch. 18, represented by George W. Clark Inc., late July '53.

KEYT (TV) Santa Barbara, vhf Ch. 3 (all four TV networks), represented by George P. Hollingbery Co., last Saturday (July 25).

CONNECTICUT

WELI-TV New Haven, uhf Ch. 59, represented by H-R TV Inc., August.

WATR-TV Waterbury, uhf Ch. 53 (ABC-TV and DuMont), represented by the William G. Rambeau Co., August.

FLORIDA

WPFA (TV) Pensacola, uhf Ch. 15, represented by Adam Young TV Inc., Aug. 15.

GEORGIA

WETV (TV) Macon, uhf Ch. 47 (ABC-TV and NBC-TV), represented by Headley-Reed TV Inc., Aug. 22.

ILLINOIS

WTVI (TV) Belleville, uhf Ch. 54 (DuMont), represented by Weed TV, July 26-Aug. 2 (now on test pattern).

WTVP (TV) Decatur, uhf Ch. 17 (ABC-TV and DuMont), represented by George W. Clark Inc., Aug. 1.

IOWA

KQTV (TV) Fort Dodge, uhf Ch. 21, represented by John E. Pearson TV Inc., Sept. 1.

KANSAS

KOAM-TV Pittsburg, vhf Ch. 7, Aug. 1.

KEDD (TV) Wichita, uhf Ch. 16 (ABC-TV and NBC-TV), represented by Edward Petry & Co. (TV Div.), Aug. 1 (granted STA).

KENTUCKY

WKLO-TV Louisville, uhf Ch. 21, August.

LOUISIANA

KTAG (TV) Lake Charles, uhf Ch. 25, represented by Adam Young TV Inc., Aug. 15.

KFAZ-TV Monroe, uhf Ch. 43, represented by Headley-Reed TV Inc., Aug. 15.

KNOE-TV Monroe, vhf Ch. 8 (ABC-TV, CBS-TV and DuMont), represented by H-R Television, mid-August.

MAINE

WPMT (TV) Portland, uhf Ch. 53 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Everett-McKinney, Aug. 30.

MINNESOTA

KMMT (TV) Austin, vhf Ch. 6, represented by John E. Pearson TV Inc., Aug. 1.

MISSOURI

KMBC-TV Kansas City, vhf Ch. 9 (CBS-TV represented by Free & Peters Inc., Aug. (granted STA).

WHB-TV Kansas City, vhf Ch. 9 (CBS-TV represented by Blair TV, Aug. 1 (granted STA

KFEQ-TV St. Joseph, vhf Ch. 2 (CBS-T and DuMont), represented by Headley-Reed T Inc., Aug. 15.

MONTANA

KOPR-TV Butte, vhf Ch. 4 (ABC-TV), Hol lingbery, September (granted STA).

KXLF-TV Butte, vhf Ch. 6, Aug. 1.

NEVADA

KLAS-TV Las Vegas, vhf Ch. 8 (ABC-T and CBS-TV), represented by Weed TV, mid August.

NEW YORK

WBUF-TV Buffalo, uhf Ch. 17 (ABC-TV an DuMont), represented by H-R Television Inc Aug. 15.

NORTH CAROLINA

WISE-TV Asheville, uhf Ch. 62, represente by The Bolling Co., Aug. 3 (now on test pat tern).

WHKP-TV Hendersonville, uhf Ch. 27, July August.

OHIO

WICA-TV Ashtabula, uhf Ch. 15, represente by Gill-Perna Inc., Aug. 15.

WIFE (TV) Dayton, uhf Ch. 22, represente by Headley-Reed TV Inc., Aug. 15.

WUTV (TV) Youngstown, uhf Ch. 21, August

OREGON

KBES-TV Medford, vhf Ch. 5 (all four T networks), represented by Blair TV, Aug. (granted STA).

PENNSYLVANIA

WGLV (TV) Easton, uhf Ch. 57 (ABC-T and DuMont), represented by Headley-Ree TV Inc., mid-August (test pattern started Jun 26).

WENS (TV) Pittsburgh, uhf Ch. 16 (ABC TV and CBS-TV), represented by Edward Petr & Co. (TV Div.), late August.

WKJF-TV Pittsburgh, uhf Ch. 53, represente by Weed TV, Aug. 1 (test pattern starte July 14).

WTVU (TV) Scranton, uhf Ch. 73, repre sented by The Bolling Co., Aug. 1 (now on tes pattern).

WILK-TV Wilkes-Barre, uhf Ch. 34 (ABC

THESE EXECUTIVES gather around a contract which names the George P. Hollingbery Co. as national representative for KOMO-TV Seattle. Expressing their pleasure at the arrangements are (l to r) O. W. Fisher, president, Fisher's Blend Station (licensee of KOMO-AM-FM-TV); W. W. Warren, station vice president-general manager; Fred F. Hague, Hollingbery vice president in charge of radio sales; Ray Baker, KOMO vice president-commercial manager, and Mr. Hollingbery. The NBC-TV affiliate expects to begin programming by Dec. 11.

"One sponsor has used over 4500 newscasts on KTMS"

"Harry S. Baird, District Manager of Golden State Dairy Products, tells us that his AP news programs are doing a fine selling job and that they help him inform his customers of new products available in different seasons of the year.

"KTMS is continually trying to schedule more news because news sells KTMS and the advertiser's product."

CHARLES A. STORKE, Owner and Operator
KTMS, Santa Barbara, California

quantity

quantity

quantity

AP NEWS produces quantity sales

quantity

quantity

"Purity Bakeries now uses 16 AP news programs weekly — started with five."

"Purity has been a continuous sponsor of AP news on KOAL for more than 13 years. And AP news has been a continuous 'leader' at our station.

"The success of our formula . . . AP . . . outstanding news personalities . . . complete local coverage . . . and promotion . . . is demonstrated by the sharp increase in listening registered on the Hooper ratings every time we broadcast news. Our 12:30 p.m. AP newscast holds the record for daytime listenership in this area."

ODIN S. RAMSLAND, Commercial Manager
KDAL, Duluth, Minnesota

For full information on how you can join The Associated Press, contact your AP Field Representative or write

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza, New York 20, N.Y.

Hundreds of the country's finest stations announce with pride

"THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS."

TV and DuMont), represented by Avery-Knodel Inc., Aug. 1.

SOUTH CAROLINA

WGVL (TV) Greenville, uhf Ch. 23 (ABC-TV, DuMont and NBC-TV), represented by H-R TV Inc., Aug. 1 (test pattern started July 15).

TENNESSEE

WJHL-TV Johnson City, vhf Ch. 11, represented by John E. Pearson TV Inc., Aug. 15.

TEXAS

KRBC-TV Abilene, vhf Ch. 9, represented by John E. Pearson TV Inc., Aug. 16.

KTVE (TV) Longview, uhf Ch. 32, represented by Forjoe TV Inc., Aug. 1.

KCMC-TV Texarkana, vhf Ch. 6 (ABC-TV), represented by O. L. Taylor Co., Aug. 16.

VIRGINIA

WVEC-TV Hampton, uhf Ch. 15 (NBC-TV), represented by the William Rambeau Co., Sept. 19 (test pattern due Aug. 15).

WASHINGTON

KMO-TV Tacoma, vhf Ch. 13, represented by The Branham Co., Sept. 1.

KIT-TV Yakima, uhf Ch. 23, August.

WEST VIRGINIA

WKNA-TV Charleston, uhf Ch. 49, represented by Weed TV, Sept. 1.

WISCONSIN

WCAN-TV Milwaukee, uhf Ch. 25, represented by O. L. Taylor Co., Sept. 1.

WFIL-TV Goes to 100 kw

WFIL-TV Philadelphia last week increased its effective radiated power from 27 kw to 100 kw, maximum authorized by FCC [B•T, July 20]. Roger W. Clipp, general manager, said the power boost will add substantially to the outlet's coverage. WFIL-TV, on Ch. 7, is affiliated with ABC-TV and DuMont TV Network.

WCOS-TV Reports Audience

WCOS-TV Columbia, S. C., uhf Ch. 25, is being received on 70.73% of the TV sets in the Columbia area, according to results of a telephone survey completed among 10,024 residents in the area. Raymon R. Finch & Co., Columbia public accounting firm, certified the survey results.

Charles Vaill Dies

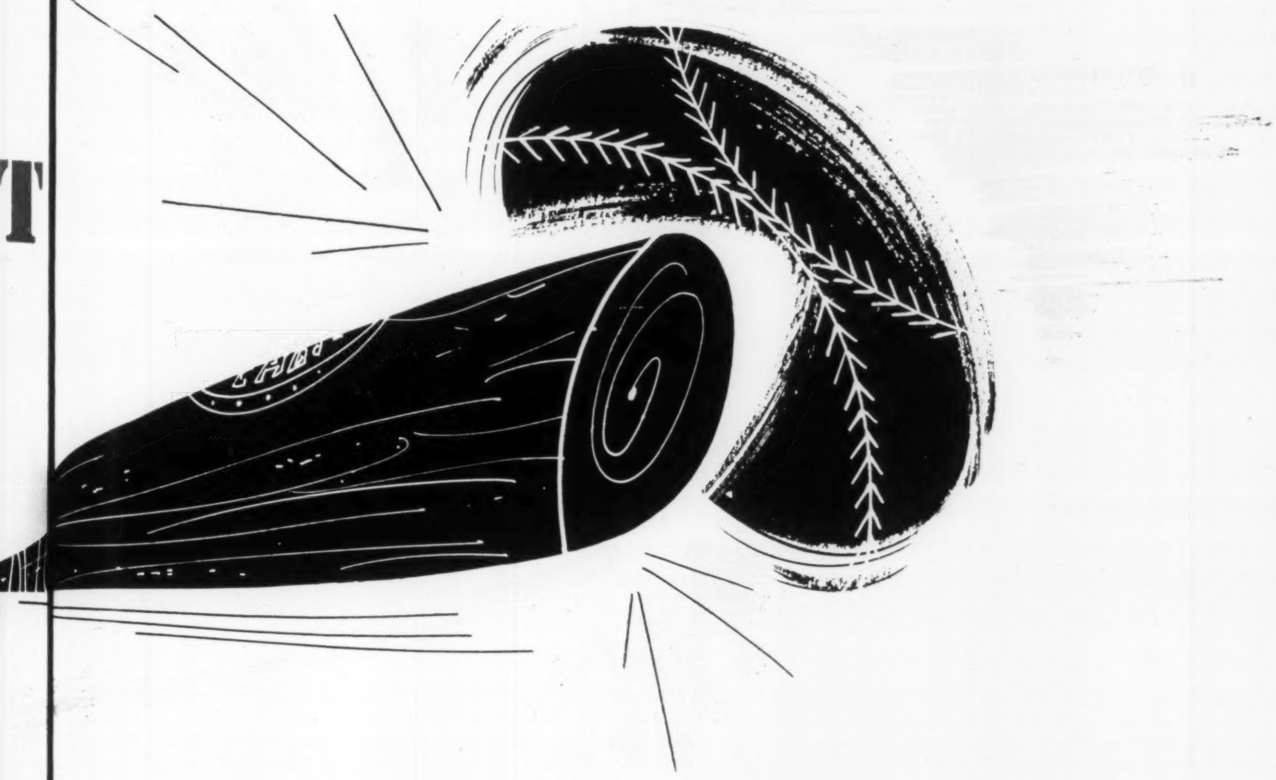
CHARLES B. H. VAILL, 49, WEEI Boston sales promotion director, died last Wednesday. He had been advertising and promotion director for WNBC-AM-FM WNBT (TV) New York before joining WEEI in 1949. During World War II he served with the domestic division of the OWI, and later became director of Yale U.'s news bureau.

Impellitteri Cancels

AT the request of WNBT (TV) New York, Mayor Vincent R. Impellitteri cancelled his weekly discussion program over the station last Tuesday. A station spokesman pointed out the request was made because Mayor Impellitteri has announced his candidacy for re-election and his talks therefore might be considered "political." The New York mayor had presided over six discussion programs in the face of criticism from New York Republican groups.

TALK
ABOUT
IMPACT

as your ad dollar is directed, so your sales message "scores".



Think this is impact?—wait 'til your sales pitch feels the impact of the dynamic WLW Stations. Wait 'til you've seen how your sales batting average jumps when you're on the WLW stations.

The secret? — it's as simple as 1-2-3:

❶ The WLW radio and television stations cover more than 1/10th of America. A lot of people who buy a lot of things.

❷ The WLW Stations have the talent, the programs, the facilities to do a super selling job on your products—give you more for your money.

❸ The WLW Stations have the only Client Service Department in broadcasting to give your advertising the plus of promotion and merchandising that insures sales success.

So, when you think of impact, think of the Crosley WLW Stations.

CROSLEY broadcasting corporation

EXCLUSIVE SALES OFFICES: NEW YORK • CINCINNATI • DAYTON • COLUMBUS • CHICAGO • ATLANTA • HOLLYWOOD

WATO To Test An 'Atomic-Powered' Voice

IT's the atomic age.

And with the new-found force being converted to more and more peacetime commercial pursuits, it was logical that the progressive-thinking broadcasting industry would quickly recognize this potential.

Last week in Oak Ridge, Tenn., WATO made the announcement that negotiations are underway to make the station atomic-powered.

According to WATO Executive Vice President and General Manager Ross Charles and Program Director Lionel Schwan, the station took first steps aimed at powering with atomic-reactor-produced electricity immediately after the Atomic Energy Commission had announced successful production of useful amounts of "peaceful" atomic-energy-produced power.

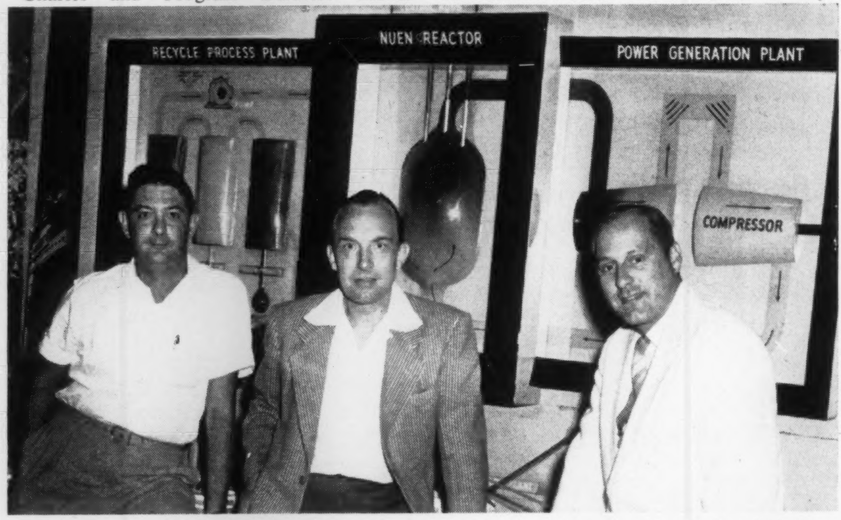
Station management has been involved in discussions with the AEC, Union Carbide, Carbide & Carbon Chemicals Co. and Oak Ridge National Laboratory, which developed the much-publicized homogeneous reactor. A five-minute "proof of the pudding" broadcast with WATO operating solely on power produced by the atomic reactor is planned for the near future, WATO said.

Mr. Charles declared, "Large scale atomic power for industry generally may be some years away, but we look forward to being the first industry in the world to demonstrate on a practical basis the potentiality of this new source of energy."

He further noted the appropriateness of WATO being the first to speak with an "atomic-powered" voice since that station was the first radio outlet located in any atomic installation and has been "intimately related to the growth and development of Oak Ridge."

Mr. Charles cited the community service record of WATO and outlined unique problems which faced the station in the nation's first atomic installation.

"And now," he added, "we propose to be the medium through which the scientists here can, under laboratory conditions, demonstrate the ability of atomic energy to provide a new and practical source of industrial power."



ROY COWAN (l), Southern Bell Telephone Co. executive, who will assist in line installations for the test broadcast, confers with WATO Program Director Lionel Schwan (c) and Ross Charles, vice president and general manager of the station. They are standing before a reactor mock-up at the Museum of Atomic Engery at Oak Ridge.

Three TVs, One AM To Get RCA Gear

THREE television stations and one AM outlet were sent RCA Victor transmitting equipment last week, RCA reported.

A 25 kw vhf Ch. 9 transmitter was sent to KBTV (TV) Denver, which has been operating with a 2 kw transmitter. With the new unit and a 12-section superturnstile antenna, KBTV's effective radiated power will be 240 kw visual, RCA said.

Two 1 kw uhf transmitters were shipped by RCA. One went to WTVH (TV) Peoria, Ill., uhf Ch. 19 grantee, and the other was sent to WIRK-TV West Palm Beach, Fla., assigned uhf Ch. 21.

WAYZ Waynesboro, Pa., will receive the 1 kw AM transmitter shipped by RCA. Station is assigned 1380 kc and is owned by Richard F. Lewis Jr., who also owns WINC Winchester, Va.

GE Ships 2 Uhf Transmitters

TWO new uhf television transmitters were shipped to stations last week by General Electric Co., the firm said.

Both the transmitters are 12 kw units. They were sent to WENS (TV) Pittsburgh for uhf Ch. 16 and to WVEC-TV Hampton, Va., for uhf Ch. 15.

Reynolds-Lamb Address

EDWARD LAMB Enterprises Inc., in its advertisement in the July 6 issue of B•T, announcing the firm's appointment of J. Lacey Reynolds as its Washington, D. C., correspondent, inadvertently furnished the wrong address for Mr. Reynolds' office in that city. Correct business address for Mr. Reynolds, who represents two TV stations, three radio stations, a newspaper and other Lamb interests, is 1177 National Press Bldg., Washington, D. C.

WMAR-TV Baltimore Boosts to 100 kw

WMAR-TV Baltimore went into operation der its maximum 100 kw effective radi power Wednesday during a special 7:15 broadcast on which the governor, the m and an FCC commissioner participated.

E. K. Jett, vice president and director television for the Baltimore Sunpapers' sta states the power boost will greatly improve ception in fringe areas. Program tests brought mail from cities in Virginia, Virginia, Pennsylvania and Delaware.

Guests on the inaugural program were G Theodore R. McKeldin, Baltimore's M Arthur B. Price and FCC Comr. George S ing.

WMAR-TV has installed a completely transmitter in its quarters on the 34th floor the Mathieson Bldg. The 25 kw transmi previously used will be kept for standby emergency purposes.

WGAR Sales Volume Beats 1952's Record

WGAR Cleveland sales volume for the half of the year is 18% above the same pe of 1952, Sales Manager John B. Garfield rep

In comparing the totals, Mr. Garfield poi out that 1952 was the station's top busi year. He stated that 100 local advertisers h used WGAR this year, "indicating substan increase in the future use of radio by all ty of advertisers, national and local."

Hoffman Takes KOAT-TV Po

PHIL HOFFMAN, who resigned recently general maanger of KECA-TV Los Ang [B•T, July 13] has acquired an interest KOAT-TV Albuquerque and becomes president-general manager of the outlet, sch uled to begin operation on Ch. 7 about Sept. Station, to be ABC and DuMont, will be rep sented by Hollingbery, and is principally ow by Herbert Wimberly and Albert M. Cadw Mr. Hoffman previously was manager of K Albuquerque.

WERH Increases to 5 Kw

WERH Hamilton, Ala., on July 15 increas its power from 1 kw to 5 kw on 970 kc. Fa ities include a new 21E Collins transmit and a 305-foot Lehigh tower, according Hugh J. Fite, president and general manag

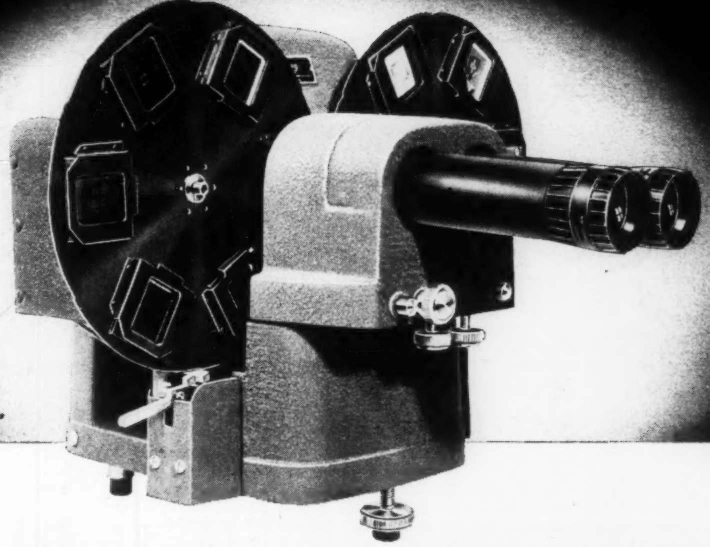
WERH, which went on the air Aug. 1950, is licensed to the Marion County Bro casting Co., a partnership of Ernest B. F Rankin Fite and Hugh J. Fite.

WGN Renews Hollingbery

GEORGE P. HOLLINGBERY Co. has sig a new contract with WGN Inc., Chicago, represent WGN-AM-TV nationally, Frank Schreiber, manager and treasurer of WG Inc., announced last Monday. Contract rep sents a renewal of Hollingbery, which h served as sales representative for stations si Aug. 1, 1951. New pact covers all mark except Chicago, New York, Philadelphia a Boston. Sales offices of WGN Inc. in Chica and New York service radio-TV accounts those cities.

NEW! Gray Telojector

—for automatic projection of 2x2 slides in unlimited, uninterrupted sequence!



You've *always* needed it—for low-cost, professional-quality TV commercials–and here it is! Gray Research, maker of Telop, Telop II and other specialized TV equipment, proudly announces the new Gray TELOJECTOR. This compact, portable unit gives you *remote control* projection of standard 2x2 slides in uninterrupted sequence . . . with studio effects of fading, lapping and superimposition.

In the TELOJECTOR, projection alternates between two lens systems. Two loaded slide turrets give you a sequence of twelve slides. Additional loaded turrets can be substituted in seconds, providing an *unlimited* sequence. Overall dimensions: 14½" x 18½" x 16". Weight: 32 pounds.

This new Gray TELOJECTOR solves many problems for large and small stations alike. Production is underway. Get *all* the facts —*now!*

Please write for TELOJECTOR Bulletin RD-7

GRAY RESEARCH

AND DEVELOPMENT CO., INC., HILLIARD STREET, MANCHESTER, CONN.
Division of The GRAY MANUFACTURING COMPANY—Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph

WHITE'S RESIGNATION AS NBC PRESIDENT EXPECTED AS RADIO AFFILIATES GATHER

It isn't official, but health is said to be reason he will give at Chicago meeting today. May return to network later in consulting capacity.

FRANK WHITE will resign as president of NBC for reasons of health, and will announce his decision at the NBC radio affiliates' organizational meeting in Chicago today (Monday).

It is generally known that he has not bounced back fully from the near-exhaustion which forced him to take a complete rest for a month during May and June. At that time it was said officially that he would continue in office if his health permitted.

Observers felt last week, he may continue his association with NBC in some inactive capacity for the present and then, later, if his health allows, resume certain assigned duties less taxing than those of the presidency.

With the speculation about Mr. White's resignation came equal speculation about a successor. But there was no official indication on this point any more than there was any official indication, tacit or otherwise, that he would resign.

The same sort of speculation prevailed when it first became known that he would take several weeks' rest on a European trip in May and June, with the names of former NBC President Niles Trammell and West Coast Division Vice President John K. West among those mentioned at that time.

In any event, it appeared logical last week to assume that Brig. Gen. David Sarnoff, chairman of the boards of RCA and NBC, will continue as chief executive officer of NBC and head up all its activities, just as he has done since the pressure of duties began to overload Mr. White.

Whatever Mr. White tells or does not tell the radio affiliates today about his personal plans, he is scheduled to stress to them NBC's intentions to strengthen its radio operations and to outline some of the network's plans toward that end. He also is expected to convey to the affiliates Gen. Sarnoff's own determination that NBC be in the forefront in radio as well as in television.

(Gen. Sarnoff does not plan to attend the Chicago meeting himself, since the affiliates' invitation was directed to President White, but he has agreed to meet with the affiliates' committee after it completes its organization, which is a prime purpose of today's Chicago session. The meeting with Gen. Sarnoff probably will be held in September in New York.)

Bannister to Accompany

Station Relations Vice President Harry Bannister is slated to accompany Mr. White to Chicago.

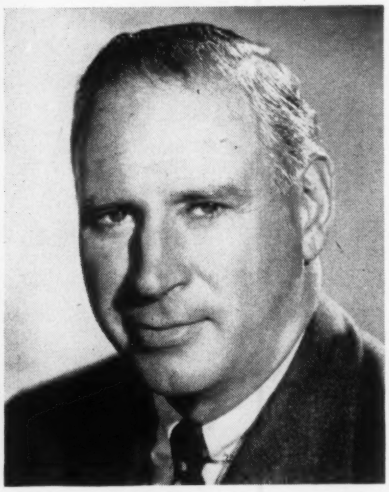
As part of its plan to strengthen radio operations, NBC on Aug. 3 is separating the radio and TV activities of its program, sales, and promotion departments, with William H. Fineshriber Jr. as vice president heading up the radio network and John K. Herbert as vice president in charge of the TV network [B•T, July 20].

The implications this divorcement holds for radio are expected to get a large share of attention at today's meeting. Department heads for the radio units under Ted Cott, who was named operating vice president for the radio network under Mr. Fineshriber, had not been designated last week.

Insofar as their own plans are concerned, the radio affiliates in Chicago today are expected to complete the organization of an independent affiliates committee—along the lines of the NBC-TV Affiliates Committee formed in 1951—which was started during the NARTB convention in Los Angeles. Robert D. Swezey of WDSU New Orleans is chairman of the informal study committee which has been developing plans for the radio committee. The meeting is to be held at the Drake Hotel.

NBC SHUFFLES ITS TOP ECHELON

Mr. Fineshriber



Mr. Herbert

Mr. Cott

Mr. Adams

Mr. Barry

Mr. Frey

SEVEN executives of NBC figure prominently in the separation of radio and TV activities announced by the network last Monday [*At Deadline*, July 20]. William H. Fineshriber Jr. will head the radio network when the change goes into effect Aug. 3, while John K. Herbert will steer the television side. Both the radio and TV chiefs will report to the NBC president. Ted Cott has been named operating vice president for radio. The service departments now report to David C. Adams, vice president for administration, who in turn reports to Mr. Fineshriber. TV programming head will be Charles C. (Bud) Barry. George Frey, vice president and sales director, will have charge of TV sales and Promotion Director Jacob A. Evans will direct TV advertising and promotion.

Mr. Evans

DALY NAMED V. P. FOR ABC NEWS

ELECTION of John Daly, news commentator and television personality, as a vice president of ABC in charge of television news, special events and the public affairs department was announced Friday by Robert E. Kintner, ABC president.

Mr. Daly will take on his new duties Aug. 1 Mr. Kintner said, with primary responsibilities in the field of ABC-TV news coverage. Mr. Kintner added, however, that Mr. Daly will be available to ABC radio and ABC-TV as a performer but that his talent services in the future will be exclusive to ABC.

Associated with radio since 1937, Mr. Daly has served as a White House correspondent and as a war correspondent during World War II. In recent years he has been moderator of CBS-TV's *What's My Line?* program in addition to other assignments. He was "quarterback" of the ABC radio and TV networks' coverage of the national political conventions and election night proceedings last year.

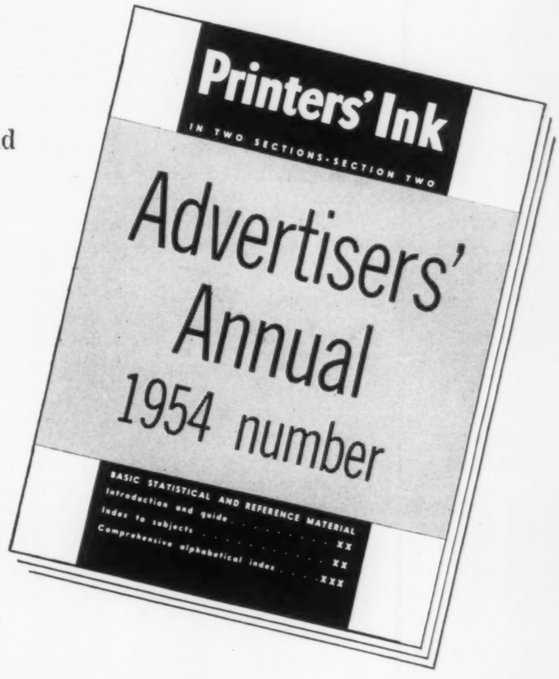
XUM

Printers' Ink will do it!

The Advertisers' Annual—1954 number

WE WILL DO IT BECAUSE

To appear as section two
of the weekly issue of October 23, 1953.
Long awaited, much needed wrap-up of
advertising and marketing information and
data *between one set of covers.*
The answers to thousands of questions
now made available in easy to use,
cross indexed desk manual.



Printers' Ink
IN TWO SECTIONS-SECTION TWO
Advertisers' Annual
1954 number
BASIC STATISTICAL AND REFERENCE MATERIAL
Introduction and guide xx
Index to subjects xx
Comprehensive alphabetical index xxx

WE CAN DO IT BECAUSE

We can't begin to tell you in this space
all the reasons why this job is
something that only Printers' Ink
editorial staff could tackle.
But our staff has the depth, the skill,
and the courage to try. In addition,
only PI has the necessary records and
information at hand to complete this task—
backed by sixty-five years of
publishing know-how and experience.

WE MUST DO IT BECAUSE

We have a mandate from our readers for this.
We got over twenty-two thousand reader-communications in
one year asking for information, commenting favorably
or critically on what we have done, are doing, or ought to do.
In the face of this demand, the editors of Printers' Ink know what
our readers want and have now gone ahead to do this
comprehensive work—*as only Printers' Ink could do it.*

AND YOU

What's in it for YOU . . . the advertiser wanting to reach the maximum number of
of advertisers, the maximum number of times, for the minimum number of dollars . . .

SEND FOR

ROUND UP—the story of
the Advertisers' Annual and
what's in it for you:
Use the coupon to get
the full story—there's no
obligation to buy—but
you will recognize this as the
advertising-to-advertisers
chance of a lifetime.
DO IT TODAY.

PRINTERS' INK
205 EAST 42 STREET, NEW YORK 17, N.Y.

I am interested in finding out more about the Advertisers' Annual —1954 number. Send me Round Up—the complete story of the Advertisers' Annual—to show me what's in it for me: of interest to my customers and prospects; in short, all the information I need to make the decision to invest advertising dollars in the Annual to tell my story to the men who buy advertising media, services, and supplies.

NAME...

COMPANY...

ADDRESS...

....

PRINTERS' INK, 205 EAST 42 STREET, NEW YORK 17

the Voice of Authority in advertising and marketing

MBS AWAITS AFFILIATES' RETURNS, OFFERS CHOICE TO BONUS OUTLETS

Network officials say its pay affiliates' initial reaction is good but a number of affiliates confide they will oppose the plan to change MBS-station relationships. Station Relations Vice President Johnson makes a second conference call to affiliates to answer their questions.

AWAITING returns from its "pay" affiliates as to acceptance or rejection of its proposal for "revolutionary" changes in network-station relationships [B•T, July 6 et seq], Mutual last week offered its bonus stations alternative choices of changes affecting them.

MBS officials, hoping to get approval of its 375 "pay" affiliates by Aug. 1 and to put the plan into effect Oct. 1, reported early reaction among stations as "good" and indicative of final approval.

Some Will Oppose

A number of affiliates, however, privately confided that they would oppose the plan, which, in essence, calls for Mutual to reduce the amount of option time from nine to five hours daily for affiliates to carry network programs in network option time without pay, and for MBS to furnish the stations, without charge, a total of 14 hours of "highest calibre" programs for local and national spot sale by the stations.

The alternative plans offered to the 190 bonus affiliates were described as:

(1) Stations would continue to option nine hours per day to Mutual and would receive, on a fee basis, the 14 hours of programs per week which are being made available without charge to "pay" stations over and above regular co-op and sustaining programs. Bonus stations electing to stay on regular contract would continue to pay their share of the cost of daylight saving time operations. Or:

(2) Option time would be reduced from nine hours a day to five; stations' DST charge would be discontinued; the 14 hours of programs provided free to "pay" stations would be available to stations at a cost of $100 a month for the package.

The bonus stations were urged to make known their reaction as soon as possible in order that Mutual may proceed with its program plans.

Meanwhile, in connection with the plan for "pay" stations, Station Relations Vice President E. M. (Pete) Johnson made a second conference call to affiliates last week to answer questions which had been raised after the plan was detailed in a similar call by President Thomas F. O'Neil and Mr. Johnson the preceding Friday.

Among the questions clarified, it was said, was one relating to receipts from the sale of station breaks in network option time. Mr. Johnson was quoted as assuring the stations that these would go to the affiliates, not to the network.

Although they said reaction of "pay" stations thus far had been "good," Mutual officials declined to reveal the number of stations which had written approval of the change.

It was apparent, too, that many of the stations—some of which are located in the top dozen markets—are not going to readily accept the Mutual proposal.

Most vehement in their objections were a few operators of large stations in certain major markets who indicated they probably would not accept the plan this week—an Aug. 1 date of approval, as set by MBS, notwithstanding.

Others, while not stating whether they would accept or reject the plan, indicated they were not satisfied with it as it now stands.

Some of the affiliates, it was learned, are particularly incensed over the possibility that Mutual will sell spot announcements at a considerably lower figure than the major market figure.

Whether Mr. Johnson's conference call last week removed the affiliates' doubts over this compensation was not immediately ascertained, since the affiliates had not had time to study his remarks by the end of the week.

In some sections of the country groups of MBS affiliates met to discuss the plan. One such group met in Chicago Wednesday, and others planned meetings for last Friday and over the weekend (see late story, AT DEADLINE).

Comments of station managers on the new plan for the "pay" affiliates ranged all the way from "a practical solution" and "a step in the right direction" to "MBS must be crazy as hell."

Ralph Atlass, owner of KIOA Des Moines, Iowa, and WLOL Minneapolis, both MBS affiliates, and president and general manager of WIND Chicago, an independent outlet, described his action to the Mutual plan as "unfavorable."

Mr. Atlass said the policy would not only cut station compensation but also prove to be "ruinous" to spot business because it would curtail affiliate's control over programs and set them competing with themselves for local or national spot business on programs offered by Mutual on a co-op basis. He claimed reduction of option time by the network would have little practical effect, since not all of it is used anyway.

Midwest Affiliates Meet

A group of eight or ten midwest MBS affiliates met in Chicago last Wednesday to discuss the proposal. The meeting was described as "extremely friendly" by Carroll Marts, Mutual director of midwestern operations. He felt that midwest affiliates appeared satisfied with the policy and would go along with it.

Another meeting was to have been held over the weekend in Kansas City for affiliates in the Kansas-Missouri area. MBS officials were to take part.

Donald Davis, president of WHB Kansas City, Mo., said he had not had an opportunity to study the plan thoroughly but on the basis of what he understood, some features of it were questionable. Mr. Davis said he felt MBS had set up "a talent agency with landlines." He was referring to the network's program offerings.

WGN Chicago, a major MBS stockholder, has endorsed the plan. Frank Schreiber, general manager of WGN, said the Mutual proposal merely recognizes that certain time segments are not being sold and that the plan "cuts down the call time"—that is, the time the network would option from its affiliates. He scoffed at any idea that affiliates would face curtailment of control over program or activities connected with the policy.

CBS UPS CAMPBELL; BURKLAND RESIGNS

CARL J. BURKLAND resigned as CBS Radio's director of station administration last week after 24 years with the network, and Wendell B. Campbell was named to succeed him and also was elected to a vice presidency.

Mr. Burkland resigned, effective Friday, to become executive vice president and general manager of the Portsmouth (Va.) Radio Corp., owner and operator of WSAP Portsmouth and an applicant for TV Ch. 10 there.

Mr. Campbell

Mr. Burkland

Mr. Campbell, who takes over as vice president in charge of station administration for CBS Radio, has been general sales manager of CBS Radio Spot Sales since August 1951—the time when CBS separated its radio and television activities, which also was the time when Mr. Burkland was named director of station administration.

Mr. Burkland, whose resignation and new assignment were announced by Charles Duke Jr., president of Portsmouth Radio Corp., has spent his entire career to date with CBS.

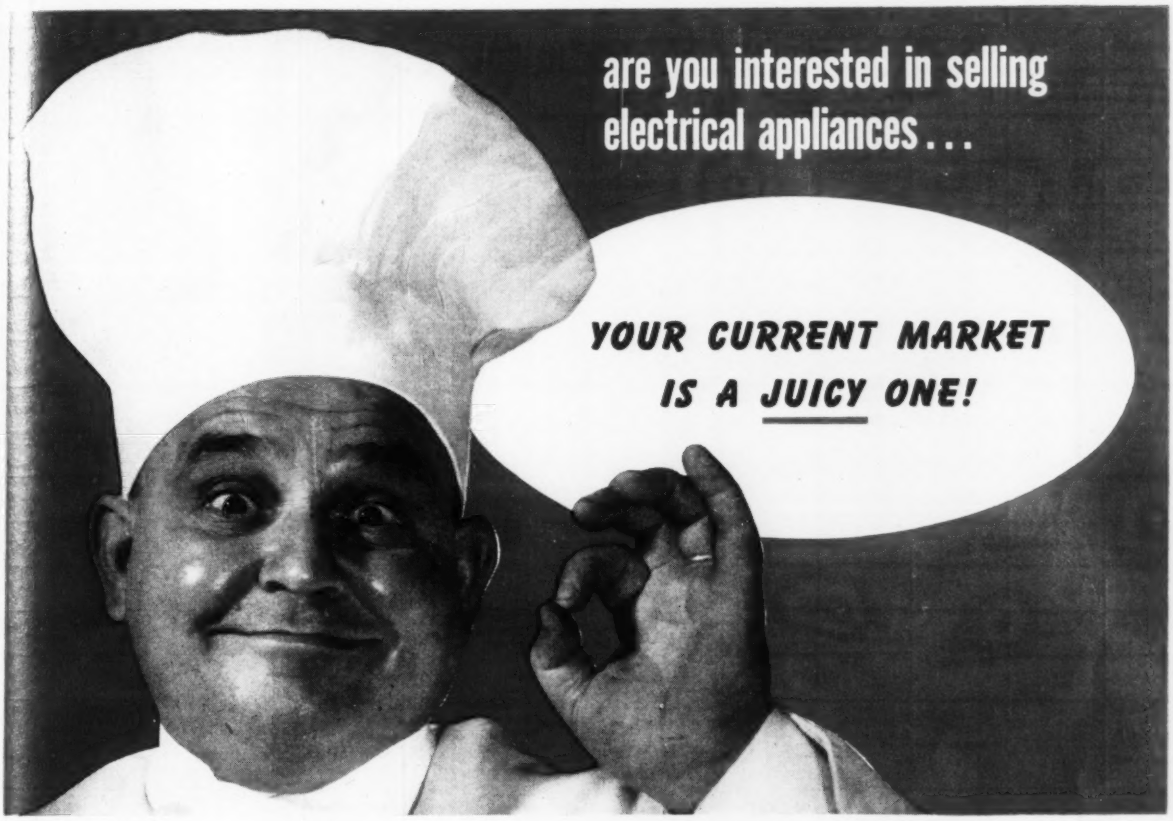
NBC Quotes Nielsen To Prove Radio's Impact

RADIO's impact on a long-time basis is pointed up in figures of the Nielsen Radio Index covering 11 NBC evening programs, the network reported last week.

Hugh M. Beville Jr., NBC's director of research and planning, cited as an example the network's *News of the World* program. He said Nielsen figures showed that the program reached about 2½ million homes with its average broadcast between October 1952 and March 1953, but reached 17½ million different homes at least once during the 12 weeks of the period.

Swing to 'This I Believe'

RAYMOND SWING last week was named editor and producer of the CBS Radio show *This I Believe* on which Edward R. Murrow induces outstanding personalities to reveal their individual philosophies. He replaces Edward P. Morgan, who has resigned because of pressure of increased commitments in CBS Radio and TV newscasting programs. Mr. Swing originated American commentary for, and was consultant to BBC for 11 years. He was widely known as Raymond Gram Swing in his wartime broadcasts and has since acted as consultant and advisor to the political committee of the Voice of America until last May. Mr. Swing also will be special consultant to Mr. Murrow on the latter's CBS Radio and TV news broadcasts.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COMPARATIVE NETWORK AM SHOWSHEET

	SUNDAY				MONDAY				TUESDAY				
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC
6:00 PM	Lorillard Monday Morning Headlines	Wm Wrigley Gene Autry (187) R	Nick Carter	Mutual Benefit H&A—On the Line, 3. Considine (183)	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News	Not in Service
6:15	Don Cornell	“	6:25 State Farm Ins., C. Brown	Meet the Veep	“	You and the World	“	Bill Stern's Sports Review (MM)	“	You and the World	“	Bill Stern's Sports Review (MM)	“
6:30	Co-op George Sokolsky	Summer in St. Louis	Squad Room	Youth Wants to Know	“	No Service	“	No Network Service	“	No Service	“	No Network Service	“
6:45	Vacationland U.S.A.	“	“	“	“	Kaiser-Frazer Lowell Thomas (175) R	“	Sun Oil Co. 3-Star Extra (34)	“	Kaiser-Frazer Lowell Thomas (149) R	“	Sun Oil Co. 3-Star Extra (34)	“
7:00	American Music Hall	Amer. Tobacco Guy Lombardo (209) R	Treasury Varieties	Juvenile Jury S	7:00-7:05 News 7:05-7:15 M-F Co-op News	Toni, Man. Soap Family Skeleton (165) R	Co-op Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)	7:00-7:05 News 7:05-7:15 M-F Co-op News	Toni, Man. Soap Family Skeleton (165) R	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)	7:00-7:05 News 7:05-7:15 M F Co-op News
7:15	“	“	“	“	Co-op Elmer Davis	Johnny Mercer Show	Co-op Mutual Newsreel	No Network Service	Co-op Elmer Davis	Johnny Mercer Show	Co-op Mutual Newsreel	No Network Service	Co-op Elmer Davis
7:30	“	Rexall Drug Richard Diamond (212) R	Chamber Music	American Forum of the Air S	Gen. Mills, Lone Ranger (153) (See Footnote)	“	Gabriel Heatter	Miles Labs News of World (166)	Starr of Space	“	Credit Union Nat'l Assn. Heatter	Miles Labs. News of World (168)	Gen. Mills, Lone Ranger (153) (See Footnote)
7:45	“	“	“	“	“ (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (98)	7:50-8 Elton Britt	Miles Labs 1 Man's Family (166) Rp	“ (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (98)	7:50-8 Elton Britt	Miles Labs 1 Man's Family (166) Rp	“ (See Footnote)
8:00	“	Junior Miss	Hawaii Calls	RCA Tonny Martin Show (180)	General Motors Henry Taylor (159)	Crime Classics	The Falcon	AA of RR's Railroad Hour (192)	3-City Byline	Amana People Are Funny (206)	Mickey Spillane Mystery*	Coca-Cola Coke Hour (195)	3-City Byline
8:15	“	“	“	“	Sammy Kaye	“	“	“	Sammy Kaye	“	* “	Rosemary Clooney	Sammy Kaye
8:30	“	Philip Morris My Little Margie (201) R	Enchanted Hour	Best Plays	Chautauqua Symphony	Lever-Lipton Godfrey Talent Scouts (170) R	(Co-op) Hall of Fantasy	Firestone Voice of Firestone (152)	Discovery S	Halo, Palmolive Mr & Mrs North (204) R	(Co-op) High Adventure	First Nighter * OT	City of Times Square
8:45	“	“	“	“	“	“	“	“	Literary Greats	“	“	“	“
9:00	Lorillard Taylor Grant	December Bride	U. S. Marine Band	“	“	Lever Brothers Lux Summer Theater (183)	Co-op Reporters Roundup	Bell Telephone Telephone Hour (185) R	Co-op Town Meeting	Mr. Chameleon	Search That Never Ends	Baron and the Bee S	Co-op Mr. President
9:15	Kiplinger News	“	“	“	“	Summer Theatre	“	“	“	“	“	“	“
9:30	The Adventurer S	Escape	Answers For Americans (S)	Confession 7/5–8/23	“	“	Co-op On and Off The Record	Cities Service Band of America (113) N	“	21st Precinct	Co-op On and Off The Record	Cousin Willie S	Co-op Crossfire
9:45	“	“		“	“	“	“	“	Chr. S. Publ. Co. Irwin D. Canham (20)	“	“	“	“
10:00	Co-op Paul Harvey (118)	Webster Chicago Roberts Q's Waxworks (51) R	London Studio Melodies	Barrie Craig Confidential Investigator OT*	News of Tomorrow	R. J. Reynolds Walk a Mile (185)	A. F. of L. Frank Edwards (151)	Hollywood Searchlight *OT	News of Tomorrow 180	C-P-P, L. Creme Louella Parsons (184) R	A. F. of L. Frank Edwards (151)	P. Lorillard Two for the Money (190)	News of Tomorrow 180
10:15	London Column S		“	“	Virgil Pinkley S	“	This Week Inside Russia	“	Virgil Pinkley S	Sammy Kaye Show	Co-op Hazel Markel	“	Virgil Pinkley S
10:30	Chautauqua Story S	10:30-10:35 p. m. Daniel Schoor 10:35-45 p. m. Listen To Korea	Little Symphonies	Meet the Press	American Concert Studios	10:30-10:35 Daniel Schoor Cedric Adams Sonotone (155) R	(Coca-Cola) Coke Time	Henry Cassidy News	Orchestra (See Footnote)	10:35-10:35 Daniel Schoor Cedric Adams 10:35-45	Bands For Bonds	Henry Cassidy News	Orchestra (See Footnote) S
10:45	Songs by Fisher	John Derr Sports	“	“	“	Dance Orchestra	Dance Orchestra	Stars from Paris 10:35-11:00	“	Dance Orchestra		TBA	“
11:00	News S	News	The Political Picture	News from NBC	Valentino S	News	Co-op Baukhage Talking	No Network Service	Valentino S	News	Co-op Baukhage Talking	No Network Service	Valentino S
11:15 PM	Todds	Dance Orchestra	Dance Orchestra	Jim Fleming	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report S

	SUNDAY				MONDAY - FRIDAY				SATURDAY				
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	
9:00 AM	Milton Cross Opera Album S	Music Room	Dr. Wyatt Wings of Healing	Co-op World News Lockwood Doty	O-Cedar-Toni Breakfast Club (290)	Co-op News	Co-op Robt. Hurleigh	No Network Service	Co-op No School Today	Co-op News	No Network Service	Skelly Oil This Farming Business (30)	1:30 PM
9:15	“	News S	“	We Hold These Truths	Swift & Co. Breakfast Club (290) R	No Service	Co-op Cliff's Family	“	“	No Service	“	Howdy-Doody 8:30-9:30 a.m.*	1:45
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God	Carnival of Books	“	“	“	Thy Neighbor's Voice	“	Garden Gate	“	Breakfast In Hollywood	2:00
9:45	“	“	“	Faith In Action	Philco Corp Breakfast Club (289)	“	“	Ev'ry Day MM	“	St. Louis Melodies	“	“	2:15
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit S	Sterling Drug My True Story (212)	Snow Crop Intl. Celluc. Godfrey (202) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (150)	“ Co-op	Galen Drake	Miscellaneous Program S	Archie Andrews S	2:30
10:15	“	“	“	“	“	Star-Kist Owens-Corning Godfrey (190) R	Mutual Music Box	“	“	“	“	“	2:45
10:30	Negro College Choirs S	“	Voice of Prophecy (327)	Dr. Peale Art of Living S	G.Mills M-W-F Toni Tu&Th Whispering Streets (224)	Lever Bros. Frigidaire- Arthur Godfrey (192) R	10:35-10:45 Wonderful City S	General Foods Bob Hope (139)	Ralston Space Patrol (284)	Let's Pretend	Dixie Four Quartet	Pet Milk Mary Lee Taylor (144)	3:00
10:45	“	“	“	News Highlights S	When A Girl Marries (165)	Pillsbury Arthur Godfrey (194) R	10:45-11:00 Holland Furnace	It Pays to Be Married	“	“	Helen Hall	“	3:15
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest	Faultless Starch Time (59) Spl.	Live Like A Millionaire	National Biscuit Toni-Arthur Godfrey (201) R	Co-op Ladies Fair 11-11:25	C-P-P Strike It Rich (179)	Chautauqua Student Symphony	Cream of Wheat Grand Central Station *(124)	11-11:25 Transylvania Music Camp Orch	My Secret Story	3:30
11:15	“	“	(Co-op) Bromfield Reporting	Viewpoint USA	“	Liggett & Myers Arthur Godfrey (203) R	Queen For a Day	“	“	“		“	3:45
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	U.N. Is My Beat S	Campbell Double or Nothing 11:30-11:55	Contnl. Baking Grand Slam (53)	Tues. & Thurs. Quaker; M-W-F Realemon	C-P-P The Phrase that Pays (183)	All-League Clubhouse S	Cannon Mills Give & Take (155)	Farm Quiz	Modern Romances S	4:00
11:45	“	“	“	Poetry of Our Times	Toni—Tu&Th Turn to a Friend 11:55-12:25	P&G Ivory Snow Rosemary (117)	M-F 11:45-12 P. Lorillard	Second Chance	“	“		“	4:15
12:00 N	Gloria Parker	Europe Story	BBC Bandstand	Sammy Kaye's Sunday Serenade	Jack Berch Prudential 12:25-12:30	General Foods Wendy Warren (159)	Miles Labs Curt Massey Time	No Network Service	101 Ranch Boys S	Armstrong Cork Theatre of Today (200)	Man on the Farm	News (12-12:05)	4:30
12:15 PM	Gloria Parker S	“	“	“		Lever Bros. Aunt Jenny (174)	Johnson & Son News 12:15-12:20	“	“	“	“	Dude Ranch Jamboree (12:05-12:30) S	4:45
12:30	Co-op Piano Playhouse	Foreign Affairs Report	Bill Cunningham Co-op	The Eternal Light S	G.Mills M-W-F Tu & Th NNS The Bill Ring Show (174)	Whitehall Helen Trent (183)	12:20-12:30 Carl Warren's Guest Time	“	American Farmer S	Carnation, Stars Over Hollywood (195)	5th Army Band	Coffee in Washington	5:00
12:45	“	Bill Costello News	Music of Worship	“	Not in Service	Whitehall Our Gal Sunday (178)	Faith In Our Time	“	“	“	“	“	5:15
1:00	Churches of Christ Herald of Truth (108)	On a Sunday Afternoon	Vandevanter & The News S	Mind Your Manners	Co-op Paul Harvey	P&G Ivory Road of Life (151)	Co-op Cedric Foster	“	Navy Hour S	Toni Fun For All (203)	Dance Orch	Allis-Chalmers Natl. Farm & H. Hour (188)	5:30
1:15	“		Co-op Merry Mailman]	“	Co-op Ted Malone	P&G Oxydol Ma Perkins (165)	Music By Willard	“	“	“	“	“	5:45 PM

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FOR AUGUST 1953

	THURSDAY				FRIDAY				SATURDAY				
NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	
Kaltenborn	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn	Labor	Edw. P. Morgan News	Otto Thurn's Orchestra	George Hicks News	6:00 PM
Bill Stern's Sports Review (MM)	“	You and the World	“	Bill Stern's Sports Review (MM)	“	You and the World	“	Bill Stern's Sports Review (MM)	Management S	UN on the Record	“	Henry Cassidy MM	6:15
No Network Service	“	No Service	“	No Network Service	“	No Service	“	No Network Service	Co-op Bob Finnegan Sports	Saturday Sports Roundup	Dinner Date	Listen to Washington	6:30
Sun Oil Co. 3-Star Extra (34)	“	Kaiser-Fraser Lowell Thomas (149) R	“	Sun Oil Co. 3-Star Extra (34)	“	Kaiser-Fraser Lowell Thomas (149) R	“	Sun Oil Co. 3-Star Extra (34)	Una Mae Carlisle	Daniel Schoor News	“	“	6:45
Pure Oil Co. News Parade (34)	7:00-7:05 News 7:05-7:15 M-F Co-op News	Toni, Man. Soap Family Skeleton (165) R	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)	7:00-7:05 News 7:05-7:15 M-F Co-op News	Toni, Man. Soap Family Skeleton (165) R	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)	Bibile Messages	Saturday at the Chase	Co-op Al Helfer	"Hawthorne TBA"	7:00
No Network Service	Co-op Elmer Davis	Johnny Mercer Show	Co-op Mutual Newsreel	No Network Service	Co-op Elmer Davis	Johnny Mercer Show	Co-op Mutual Newsreel	No Network Service	John McVane News S	“	Report From The Pentagon	“	7:15
Miles Labs News of World (168)	Starr of Space	“	Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)	Gen. Mills, Lone Ranger (153) (See Footnote)	“	Union Pharma. Gabriel Heatter	Miles Labs News of World (168)	Dinner At The Green Room S	Syncopation Piece	7:30-7:55 Where In The World	New Talent USA	7:30
Miles Labs 1 Man's Family (166) Rp	“ (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (98)	7:50-8 Elton Britt	Miles Labs 1 Man's Family (166) Rp	“ (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (98)	7:50-8 Elton Britt	Miles Labs 1 Man's Family (166) Rp	“	“	State Farm Auto Ins. Co. C. Brown	“	7:45
My Son Jeep	3-City Byline S	Brylcreem Nestle Co. Meet Millie (197) R	Official Detective	General Foods Roy Rogers (162)	3-City Byline S	Brylcreem P & G, Nestle Co. Mr. Keen (198) R	Take a Number *	Coca-Cola Co. Coke Time (195)	Dancing Party Co-op	Broadway Is My Beat	20 Questions	“	8:00
“	Sammy Kaye	“	* “	“ News 8:25	Sammy Kaye	“	* “	Rosemary Clooney S	“	“	“	“	8:15
Kraft Gildersleeve (160)	Heritage S	Gen. Elec. GE Playhouse (204) R	(Co-op) John Steele Adventurer	General Foods Father Knows Best (160)	Platterbrains	Wrigley Johnny Dollar (193) R	(Co-op) True or False	Name That Tune	“	Gangbusters	Co-op Virginia Barn Dance	“	8:30
“	“	“	“	“	“	“	“	“	“	“ •	“	“	8:45
DeSoto Plymouth Dealers, Best of Groucho (191)	Mike Malloy S	Romance	Rod &Gun Club Co-op	Gulf Oil Counterspy (135)	What's The Name of That Song	There's Music in the Air	Great Day Show	Parade of Bands	“ S	Gunsmoke	(Co-op) New England Barn Dance Jamboree	“	9:00
“	“	“	“	“	“	“	“	“	“	“		“	9:15
Pet Milk Truth or Consequences (166)	Time Capsule	Cathy & Elliott Lewis	On and Off The Record	Eddie Cantor Show S	Outdoors with Bob Edge	The World Dances	On and Off The Record	Pick & Play with Bob & Ray *OT	“	Saturday Night Country Style	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (91)	9:30
“	“	“	Co-op	“	Sports Roundup	“	Co-op	“	“	“	“	“	9:45
Adventures of the Scarlet Pimpernel *OT	News of Tomorrow 180	Amer. Tob. Horace Heidt (210)	A. F. of L. Frank Edwards (151)	Judy Canova (OT) *	News of Tomorrow	Capitol Cloakroom	A. F. of L. Frank Edwards (26)	All-American Sports Show	Orchestra S	“	Chicago Theatre of the Air S	Ralston Purina Eddie Arnold Show (115)	10:00
“	Virgil Pinkley S	“	Co-op Rukeyser Reports	“	Virgil Pinkley	“	Co-op Elton Britt	“	“	“	“	“	10:15
Henry Cassidy News	Orchestra (See Footnote)	Bill Downs 10:30-10:35 Cedric Adams	(Coca-Cola) Coke Time	Henry Cassidy News	Orchestra (See Footnote)	10:30-10:35 Bill Downs Cedric Adams	Dance Orchestra	Henry Cassidy News	Treasury Show	10:30-35 News Daniel Schoor	“	Pee Wee King Show S	10:30
Report from he White House	“	Dance Orchestra	“	Jane Pickens Show 10:35-11 Co-op	“	Dance Orchestra	“	Radio City Previews 10:35-10:45 Pro and Con	“	Dance Orchestra	“	“	10:45
No Network Service	Martha Lou Harp S	News	Co-op Baukhage Talking	No Network Service	Martha Lou Harp S	News	Co-op Baukhage Talking	No Network Service	News S	News	News	News from NBC	11:00
News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Orchestra	Dance Orchestra	Dance Orchestra	Alex Dreier News	11:15 PM

SUNDAY		MONDAY - FRIDAY				SATURDAY			
MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC
Lutheran Hour (Lutheran)	U. of Chicago Roundtable	Closed Circuit	P&G Crisco Dr. Malone (160)	Luncheon with Lopez	Pauline Frederick Reporting—Co-op	Vincent Lopez Show S	Carter City Hospital (199)	1:30-2:25 Ruby Mercer Show	U. S. Army Band S
“	“	“	P&G Duz Guiding Light (159)	“	Wesson Oil Dr. Paul (61)	“	“ •	“	“
Bandstand USA	The Catholic Hour	Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (142)	Say It With Music 2:25 Johnson & Son, News	No Network Service	2:00-2:05 News Playland U.S.A.	Hormel & Co. Music with H. Girls (124)	“	U. S. Marine Band S
“	“	“	P&G Tide Perry Mason (169)	M-W-F Mac McGuire S Tu&Th Pequot Paula Stone	No Network Series	“	“	2:25 Johnson News	“
US Military Academy Band	Music For Relaxation	Tennessee Ernie S	Toni, Seeman Nora Drake (194)		Armour (191) Dial Dave Garroway	“	The Chicagoan	101 Ranch Boys	Design for Listening
“	Elmo Roper	“	P&G Ivory Fl. Brighter Day (170)	No Network Service	Jane Pickens News 2:55	“	“	“	“
Top Tunes with Trendler	Critic at Large	Gen Mills Joe Emerson (27 stns)	Miles Labs Hilltop House (146) R	Co-op John B. Gambling Club	P&G Life-Beautiful (170)	3:00-3:05 News Watergate Concerts	Report From Overseas	Bandstand USA	What's the Score
“	Youth Brings You Music	“	Lever, Kellogg Houseparty * (190) R	“	P&G Road of Life (163)	“	Adventures In Science	“	“
Keynote Ranch	Transatlantic Briefing	“	Pillsbury House Party (185) R	“	P&G Pepper Young (166)	“	Farm News Co-op	Sports Parade	Marine Hall of Bands
“	“	3:55-4:00 Edward Arnold Story Teller	Toni, Man. Soap Wizard of Odds (168)	“	P&G Right to Happiness (163)	“	Correspondents Scratchpad	“	“
Under Arrest	Hollywood Bowl Concerts 7/19–9/6	Jack Owens	Gen. Fds.(4-4:05) Cole (46)* Robt. Q. Lewis (46)	Music with Bruce & Dan	P&G Backstage Wife (175)	Horse Rgces	Army Show	Salute to the Nation	Stars in Action
“	“	“	4:15-20 Corn Prod. Sunshine Sue (45)	“	Sterling Drug Stella Dallas (151)	Music Box	“	“	“
4:30-4:55 Dear Margy It's Murder	“	Music in the Afternoon S		“	Sterling Drug Young Widder Brown (151)	CBC Concert	Treasury Show	Mac McGuire Show	All Star Parade of Bands
4:55 News S	“	“	“	“	Manhtn. Soap Woman in My House (181)	“	“	“	“
The Shadow	NBC Summer Symphony	Co-op Big Jon & Sparkie	4:55-5 News 5-5:45 p.m. No Service	Songs of the B-BAR-B	Whitehall† Just Plain Bill (143)	Martha Lou Harp	Washington U.S.A.	Walter Preston's Show Shop	Big City Serenade S
“	“	The Play Fair S	“	“	Whitehall Front Page Farrell† (138)	“	“	“	“
True Detective Mysteries	“	Ronnie Kemper	“	5:30-5:55 Keynote Ranch	C-P-P Lorenzo Jones (191)	Paulene Carter	Steel Pier Show	“	Author Speaks S
“	“	John Conte S	Miles Labs Curt Massey Time (148) R		Ex-Lax Inc. Doctor's Wife (172)	Club Aluminum Club Time (20)	“	5:50-6 Johnson & Son News	Public Affairs S

Explanation: Listings in order: sponsor, name of program, number of stations; S sustaining; [illegible] West Coast; TBA to be announced; Rp repeat performance. Time EDT.

ABC—8:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M.W.F., Time for Betty Crocker, Gen. Mills (319).
7:55-8 p.m., M-F, Chesterfield Cigarettes, Les Griffith & The News, (332).
7:30-8 p.m., M-W-F, Amer. Bakeries (southeast), Lone Ranger.
10:30-10:35 p.m., M-F, Philco Corp., Edwin C. Hill and the Human Side of the News (310)

Please Note: Chevrolet now sponsore 24 5-minute newscasts each weekend at the following times: Sat.—8:00 AM; 9:00 AM; 11:00 AM; 12:00 N; 2:00 PM; 3:00 PM; 4:30 PM; 5:30 PM; 7:00 PM; 8:00 PM; 9:00 PM; 10:00 PM. Sun.—7:55 AM; 9:00 AM; 10:00 AM; 11:00 AM; 12:00 N; 12:30 PM; 2:00 PM; 3:00 PM; 5:00 PM; 7:00 PM; 10:30 PM; and 11:55 PM.

CBS—8:30- 9:15 a.m. Sun. General Foods Corp. Sunday Gatherin' 107
11:30-11:35 a.m. Sun. Peter Hackes—News (S)
5:45- 5:55 p.m. Sun. Bill Downes—News (S)
3:15- 3:30 p.m. MWF Lever—Houseparty 177
3:15- 3:30 p.m. Tue Kellogg—Houseparty 190
3:15- 3:30 p.m. Fri Green Giant—Houseparty 170
3:30- 3:45 p.m. M-Th Pillsbury—Houseparty 186
3:30- 3:45 p.m. Fri Kellogg—Houseparty 190
4-4:15 p.m. M-F Gen Fds.—Grady Cole 43
4-4:05 p.m. M-F Gen. Fds.—Robert Q. Lewis 84
4:15-20 p.m. M-F Corn Prod.—Sunshine Sue 57
11:00-05 a.m. Sat Campana—B. Shadel—News 189
1:55-2 p.m. Sat Gen. Foods—Galen Drake 158
8:55-9 p.m. Sat Gen. Foods—Sanka Salute 97

MBS—M-F 8:55-9:00 a.m.—Gabriel Heatter-Block Drug & VCA Labs. alternate days
10:30-10:35 a.m., Mon.-Sat., News-S. C. Johnson
11:25-11:30 a.m., M-Sat. Johnson & Son. News
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson
9-9:05 p.m., M-F, Johns-Manville, Bill Henry.
Multi-Message Plan: Participating sponsors—M-F 8:00-8:30 PM. Mon-Fri—Lever Bros.; Mon. Tues & Thurs—R. J. Reynolds Tobacco Co. Wed. Thur & Fri—Jacques Kreisler; Mon & Wed—Emerson Drug.
Mon.-Fri. 7:45-7:50 PM—Titus Moody—M-W-F Sustaining Tu & Th Emerson Drug.
Baseball: (Bristol-Myers) Warm-Up—Mon.-Sun. 5 min. preceding "Game of the Day."
Game of the Day—Mon.-Sun. Approx. 2-4:30 p.m. Regional Net.—Falstaff Brewing & Co-op.
Camel Scoreboard—Reynolds Tobacco. 5 min. following Game of the Day Mon.-Sat.
Wheaties Scoreboard-Gen. Mills. 5 min following Game of the Day-Sun.

NBC—8-8:15 a.m., Skelly Oil. M-F. News (28); 8:15-8:30 a.m., M-F, Serutan Co., "Victor Lindlahr", 153 stations.

† Whitehall Pharm. & Carter Co., "Just Plain Bill" alt. dates. Whitehall, "Front Page Farrell" alt. days.
* MM—"Minute Man" Programs.
* OT Operation Tandem—Emerson Drug & Knowmark Mfg.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
July 27, 1953

XUM

This is Mr. George H. Ward

This is what he says

"Fulton Lewis, Jr. reaches the average Chrysler new car buyer—that we know from our four year sponsorship of this commentator. Our experience has been gratifying. In comparison with other programs, Fulton Lewis, Jr., pulls!"—George H. Ward, Chrysler-Plymouth Dealer, Auburn, N. Y., in a letter to WMBO, the Mutual station in Auburn.

This is Fulton Lewis, Jr.

whose 5-times-a-week program is available to local advertisers at local time cost plus low pro-rated talent cost. Currently sponsored on 364 stations by more than 750 advertisers (among them 64 automotive firms), the program offers a tested means of reaching customers and prospects. For availabilities, check your Mutual outlet—or the Cooperative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

21 STATIONS JOIN NBC-TV; TOTAL 133

AFFILIATION of 21 new television stations with NBC-TV, raising the network's total to 133, was announced Thursday by Harry Bannister, NBC vice president in charge of station relations.

New affiliates which already are on the air are WHIZ-TV Zanesville, Ohio (uhf Ch. 50), owned by Southwest Ohio Television System; KTYL-TV Phoenix-Mesa (vhf Ch. 12), owned by Harkins Broadcasting Inc., and KROC-TV Rochester, Minn. (vhf Ch. 10), owned by Southern Minnesota Broadcasting Co.

The 18 other new affiliates, not yet on the air, are:

KFSA-TV Fort Smith, Ark. (uhf Ch. 22), owned by Southwestern Publishing Co.; WSUN-TV St. Petersburg-Tampa, Fla. (uhf Ch. 38), owned by City of St. Petersburg; WTPA-TV Harrisburg (uhf Ch. 71), owned by Harrisburg Broadcasters Inc.; KIDO-TV Boise (vhf Ch. 7), owned by KIDO Inc.; WPMT (TV) Portland, Me. (uhf Ch. 53), owned by Portland Telecasting Corp.; KHSL-TV Chico, Calif. (vhf Ch. 12), owned by Golden Empire Broadcasting Co.

WDAK-TV Columbus, Ga. (uhf Ch. 28), owned by Martin Theatres of Georgia Inc. and Radio Columbus Inc.; KFSD-TV San Diego (vhf Ch. 10), owned by Airfan Radio Corp.; KONA-TV Honolulu (vhf Ch. 11), owned by Radio Honolulu; WISE-TV Asheville, N. C. (uhf Ch. 62), owned by WISE Inc.; WKNY-TV Kingston-Poughkeepsie, N. Y. (uhf Ch. 66), owned by Kingston Broadcasting Co.; KYTV (TV) Springfield, Mo. (vhf Ch. 3), owned by Springfield Television Inc.

WGVL-TV Greenville, S. C. (uhf Ch. 23), owned by Greenville Television Co.; WGEM-TV Quincy, Ill. (vhf Ch. 10), owned by Quincy Broadcasting Co.; KVOA-TV Tucson (vhf Ch. 4), owned by Arizona Broadcasting Co.; WTRF-TV Wheeling (vhf Ch. 7), owned by Tri City Broadcasting Co.; WKJG-TV Fort Wayne (uhf Ch. 33), owned by Northeastern Indiana Broadcasting Co.; WECT-TV Elmira, N. Y. (uhf Ch. 18), owned by El-Cor Television Inc.

Leland Hayward Joins NBC As TV Producer-Consultant

LELAND HAYWARD, noted theatrical producer, has been signed by NBC to produce television shows and to serve the network as a consultant on program and production plans, John K. Herbert, vice president in charge of NBC-TV, announced last week.

Mr. Hayward made his debut in television last month as producer of the *Ford 50th Anniversary Show*, presented on both NBC-TV and CBS-TV.

Among Broadway shows produced by Mr. Hayward are "South Pacific," "State of the Union," "Call Me Madam" and "Wish You Were Here."

Expressing pleasure at Mr. Hayward's association with NBC, Brig. Gen. David Sarnoff, chairman of the board of directors, declared:

"Mr. Hayward joins an important group of creative people whose talents and energies are devoted to the development of television as an art and medium of even wider enjoyment and culture and an increasing appeal to the public."

'Brand-Switching' on Road

NBC's preliminary report on its study of brand-switching as a result of TV advertising [B•T, July 13] was outlined to 200 Chicago area clients and agency executives Tuesday.

The presentation, "Why Sales Come in Curves," was outlined by John K. Herbert, vice president in charge of the NBC television network, and M. H. Beville, network reseach director. Edward Hitz, NBC Central Division sales manager, was host.

The presentation was repeated for clients and agency personnel in Detroit Tuesday and Cleveland Wednesday.

ROCKY MOUNTAIN PLANS TV NETWORK

With 3 video outlets already on the air, Rocky Mountain Broadcasting System plans a 10-station TV network in five mountain states.

THE ROCKY Mountain Broadcasting System expects to expand into a television network, and S. John Schile, executive vice president, said last week extensive plans are well underway for building a 10-station group.

Mr. Schile

RMBS, since relinquishing sales rights of its AM stations to Intermountain Network a year ago, has devoted itself exclusively to building the TV group, Mr. Schile said.

Three of the 10 RMBS members already are on the air, Mr. Schile said. They are KFXD-TV Nampa, Idaho; KLAS-TV Las Vegas, Nev., and KOPR-TV Butte, Mont., with KUTV (TV) Salt Lake City expected to begin programming about Oct. 1.

The stations all will be vhf outlets. Others are: KIFI-TV Idaho Falls, KTVI (TV) Boise, KLIX-TV Twin Falls and KWIK-TV Pocatello, all Idaho; KOOK-TV Billings, Mont., and KFBC-TV Cheyenne, Wyo.

RMBS president is Frank C. Carman, owner or part-owner of five of the 10 stations.

According to Mr. Schile, RMBS hopes "to offer regional and national advertisers a 10-station package which will embrace an area covering most of five states . . . with a population of nearly 2 million and retail sales in excess of $2 billion."

Besides the "one-contact, one-contract advantage" to advertisers, Mr. Schile said, RMBS also will offer substantial group discounts when five or more stations are used. The network has effected some "worthwhile savings" on the multiple purchase of films, he said.

All the RMBS TV outlets will use mountain-top transmitter sites and studio areas will vary in each market with a maximum of 25,000 square feet housing KUTV Ch. 2 facilities, he said. KUTV also will maintain a Teletron mobile unit, now being built by Television Electronics Industries Inc., which also will be available to other RMBS outlets, Mr. Schile said.

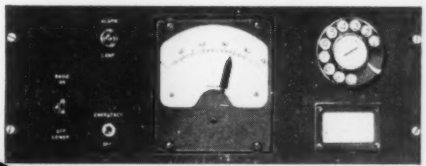
NBC-TV Adds Two Serials

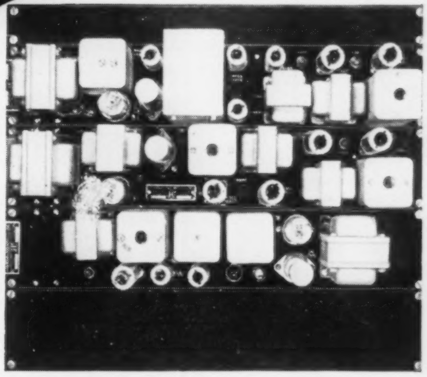
ADDITION of two new Monday-through-Friday daytime serials, starting Aug. 3, will complete NBC-TV's morning block, the network announced last week. The new programs are *Follow Your Heart*, 11:30-11:45 a.m. EDT, and *Three Steps to Heaven*, 11:45 a.m.-12 noon EDT.

The daily mid-morning line-up on NBC-TV now includes *Ding Dong School* (10-10:30 a.m.), *Glamour Girl* (10:30-11 a.m.), *Hawkins Falls* (11-11:15 a.m.), *The Bennetts* (11:15-11:30 a.m.), *Follow Your Heart* and *Three Steps to Heaven*.

HAMMARLUND REMOTE CONTROL & METERING

For **Unattended Broadcast Transmitters!**


Control panel for installation at the studio end.


Control equipment for installation at the studio end.

Economical, dependable system . . . Needs only a single telephone circuit!

Substantial reductions in operating costs can be made by taking advantage of the recent authorization by the FCC to permit remote control of AM and FM broadcast transmitters. FCC regulations for this mode of operation stipulate that complete and continuous control of remotely situated transmitters must be maintained at all times. It is desirable, also, to obtain highly dependable equipment having a reasonable first cost and low operating expense. Hammarlund equipment offers distinctive advantages in all these respects.

Included in the Hammarlund remote control and metering system are the following basic features that are vital to efficient and economical remote transmitter operations:

1. Only a single telephone circuit is required. May be operated over VHF or microwave. No DC circuit is used.
2. Full control of up to nine separate circuits.
3. Telemetering of nine separate electrical quantities.
4. Up to four emergency alarm indications.
5. Fail-safe operations assured at all times.

In most cases, this equipment will pay for itself through savings effected in operating costs in less than a year.

Write to The Hammarlund Manufacturing Company for full details about this equipment.

HAMMARLUND

The Hammarlund Manufacturing Co., Inc.
460 W. 34th Street, New York 1, N. Y.

RADIO QUITS 'LIMBO,' CBS' KAROL AVERS

Mr. Karol tells the Toledo Ad Club that the aural medium again has advertiser acceptance, and cites research to prove his point.

RADIO has returned from "limbo" and gained advertiser "acceptance" again, thanks to "intensive research" by advertisers, agencies, and broadcasters who found its coverage and sales effectiveness still high and its economy lower than ever, John J. Karol, CBS Radio's sales vice president, told the Advertising Club of Toledo last week.

"Radio has now assumed a new role among advertising media," Mr. Karol told the club at a meeting Wednesday. "It would be just as correct to say that radio has resumed its old role among advertising media."

Noting that radio was "riding high" in 1948 but fell into "limbo" for "about a year" when TV was beginning to grow, he outlined the findings which research experts discovered when re-examination of the various media became necessary due to rising TV costs, changing patterns of the post-war market, and the public's increasing purchasing power.

"I think we were rather surprised by what we found," Mr. Karol asserted. "We found, for example, that in television areas, the pattern of radio listening had changed—changed so radically that the national system of measuring listening no longer matched the new reality.

"TV families, we discovered, had more radios than radio-only families. They listened in more different rooms and listened very little to the 'main' set. In fact, about 75% of in-home listening was done *outside* the living room."

Out-of-home listening was found in 16 major TV markets to add more than 18% to the measured in-home listening, and at some hours on weekends this plus was shown to go as high as 30%, he continued. Further, saturation continued to increase, to the point where there are now 44,800,000 radio homes, plus more than 26 million automobile radios (the latter "quite likely" making radio "the biggest outdoor advertising medium in America").

The TIME of Your Life—
on the
New WJAS
AM & FM
$ $ $
$ MONEY $
THE ~~SUNNY~~ SIDE
OF THE DIAL
5000 Watts
Serving the GREATER PITTSBURGH Metropolitan Area...
NATIONAL REP. ——
George P. Hollingbery Co.

NBC PICKS TEAM FOR 'CREATIVE' MEET

A BATTERY of top-flight NBC executives, producers and writers, headed by Brig. Gen. David Sarnoff, board chairman of RCA and NBC, will comprise the speakers' list at a Creative Program Conference to be held by the network Aug. 31-Sept. 3 at the Greenbrier, White Sulphur Springs, W. Va., it was announced Thursday by Charles C. Barry, NBC vice president in charge of network programs, who conceived the idea of the conference and will be its overall supervisor.

About 60 of the network's top writers, producers, and program executives from New York, Chicago, and Hollywood are expected to attend the four-day conference, whose program comprises 10 daytime seminars and a banquet on the final evening, when Gen. Sarnoff will speak on "The Challenge."

Conference agenda follows:

Monday, Aug. 31, 1:30 p.m. First seminar: Daytime Television, or the Profit Factor. Speakers: Adrian Samish, member of NBC's creative programming group; Ben Park, program director, NBC Chicago; Ted Mills, NBC producer, New York; A. R. Pinkham, executive producer of *Today*; Ted Collins, producer of *The Kate Smith Hour*; Roger Muir, producer of *Howdy Doody*; John Rayel, TV program manager.

4 p.m. Second seminar: Competition Analysis Public Affairs—A Responsibility. Speakers: Davidson Taylor, director of public affairs; William R. McAndrew, manager of news and special events; Ed Stanley, manager of public service programs.

Tuesday, Sept. 1. 9 a.m. Third seminar: The Bitter Facts, or the Cost of TV. Presiding: Gustav Margraf, vice president for talent and program administration. Speakers: Frederick W. Wile Jr., vice president in charge of network production; Fred Shawn, director of program administration; Edward Souhami, union relations coordinator; Joseph Heffernan, financial vice president.

11:15 a.m. Fourth seminar: Radio Supports TV. Speakers: John Cleary, radio network program manager; Thomas McCavity, national program director.

1:15 p.m. Fifth seminar: Tomorrow, Color. Speaker: Sylvester L. (Pat) Weaver, vice chairman of the board.

Wednesday, Sept. 2. 9 a.m. Sixth seminar: The Film Story. Presiding: Robert W. Sarnoff, vice president in charge of Film Division. Speakers: Tom McKnight and Ed Beloin, producers, NBC Hollywood.

10:45 a.m. Seventh seminar: Tell It to New York. Speakers: Robert Welch, producer, NBC Hollywood; Ben Park, program director, NBC Chicago; John K. West, vice president, NBC Hollywood. 11:30 a.m. The Sales Story and You. Speaker: John K. Herbert, vice president in charge of networks.

1:35 p.m. Eighth seminar: The Critics Corner. Presiding: Sydney H. Eiges, vice president in charge of press and information. Speakers: Representative radio and TV critics. 2:45 p.m. The Defense From the Floor. Speaker: Burr Tillstrom, creator of *Kukla, Fran and Ollie*.

Thursday, Sept. 3. 9:45 a.m. Ninth seminar: The Writer. Speakers: Robert E. Sherwood, now writing original plays for NBC-TV; Thomas Phipps, author for NBC-TV; Goodman Ace, chief writer of Milton Berle's NBC-TV shows.

11 a.m. Tenth seminar: The Producer. Speakers: Max Liebman, producer of *Your Show of Shows*; Robert Montgomery, producer of *Robert Montgomery Presents*; Fred Coe, producer of *Television Playhouse* and *Mr. Peepers*; Worthington Miner, NBC producer.

8:15 p.m. Dinner.

9:45 p.m. Speech, "The Challenge," by Gen. Sarnoff.

WILLYS TO MAKE TV TRANSMITTERS

Willys Motors Inc.'s electronics division will debut in the TV transmitter manufacturing field—apparently in uhf, it's announced.

PLANS to enter the television transmitter manufacturing business were announced Friday by the Electronics Div. of Willys Motors Inc.

Surveys indicate it will be five years or more before some localities can obtain transmitting equipment unless additional manufacturing facilities are made available, Raymond R. Rausch, executive vice president and general manager of Willys, said.

Purpose of entering the transmitter field, the company said, was to "help speed the country's blanketing by local TV stations."

Mr. Rausch also revealed the company is working with the National Assn. of Educational Broadcasters "to develop a transmitter that meets the special requirements of educational TV systems." The company, however, has no plans to build radio equipment.

Willys came into being last April when the Kaiser Mfg. Co. acquired the assets of Willys-Overland Motors Inc.

A complete "TV package" is proposed: 1 kw transmitters (450-900 mc), camera, projector, console, panel, etc., "for holders of TV licenses in areas of 50,000 population or less where high-powered TV signals are not received"—presumably uhf equipment. Willys expects to add 100 technical personnel in its Toledo-located Electronics Division.

The company also said it will ask FCC to approve in about two months a prototype transmitter now in production. It plans to deliver the first such type transmitter to Paul A. Brandt, licensee of WCEN Mount Pleasant, Mich.

Crosley-Bendix Merger Puts Shouse at Head

CONSOLIDATION of the distribution of appliances and radio and television sets of the Crosley Division and the laundry and kitchen appliances of the Bendix Home Appliances Division under one management with headquarters in Cincinnati was announced last week by Victor Emanuel, chairman and president of Avco Mfg. Corp.

Under the move, James D. Shouse, one of Avco's senior vice presidents, who presently heads all Crosley activities in both manufacturing and broadcasting, will become general manager of the combined operations. William A. Blees, vice president of Avco and general sales manager of Crosley for the past four years, will join the top executive staff of Avco in New York. Before assuming his New York responsibilities, he will assist Mr. Shouse in consolidating sales operations of the two divisions.

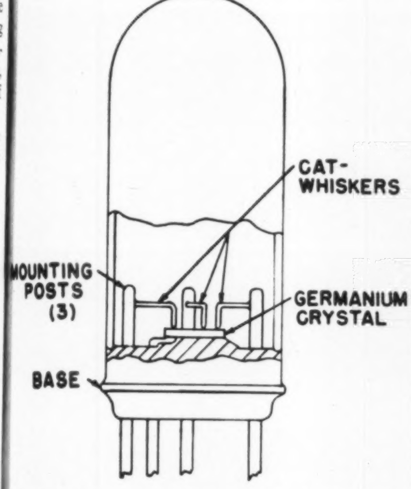
Meanwhile, Parker H. Ericksen, new director of sales for Crosley and Bendix home appliance divisions, was elected a vice president of Avco.

Other changes include the appointments of T. H. Mason, eastern division sales manager of appliances for Crosley, as director of Crosley and Bendix kitchen appliances; H. F. Bull, national sales manager of Bendix home appliances, as director of Crosley and Bendix laundry sales; H. E. McCullough, general sales manager of radio and TV for Crosley, as director of Crosley electronic sales, and W. A. McDonough, director of advertising and merchandising for Crosley and Bendix products.

Two New Transistors Developed by Sylvania

DEVELOPMENT of two new types of transistors—tetrode transistor and pentode transistor—by Sylvania Electric Products Inc., was announced last week by James J. Sutherland, general manager of the electronics division.

He said the tetrode type will be made available commercially about Aug. 15 and the pentode later this year. Development of these transistors, he added, complements Sylvania's work in triode transistors, which the company is now producing commercially.



SYLVANIA's tetrode transistor is shown in this cutaway sketch. Development of it and the companion pentode transistor were announced by the company last week.

The triode transistor, according to Mr. Sutherland, has two catwhiskers in contact with the germanium crystal; the tetrode has three and the pentode, four.

Zworykin Studies Electronic Automobile Driving Aids

USE of electronics to reduce highway disasters and relieve drivers of tiresome tasks on superhighways currently is under investigation by Dr. V. K. Zworykin, pioneer television and electronic scientist of RCA.

Dr. Zworykin reported last week that together with assistants at the David Sarnoff Research Center of RCA in Princeton, he is studying the application of certain electronic devices to assist drivers in bad weather steering and collision prevention.

Zenith Plans New Plant

PLANS for construction of a new manufacturing plant, with production capacity for one million radio and over 100,000 TV sets per year, were announced last week for Wincharger Corp., Sioux City, Iowa, by its parent company, Zenith Radio Corp. Plant will have floor space of 300,000 square feet and employ about 2,500 people. Site has not been determined. Present plant has about 140,000 square feet and turns out Zenith radio receivers, with capacity of 650,000 sets per year. Factory will be located on high ground to protect it from flood waters which damaged the present plant last June.

New Philco TV Models

PHILCO Corp. has added three new models to its line of TV receivers: A 21-inch table model, and 21-inch and 17-inch console models. Suggested list prices on five console models were increased $10 each to cover costs. according to Frederick D. Ogilby, Philco Television vice president and general manager.

Philco's New Developments

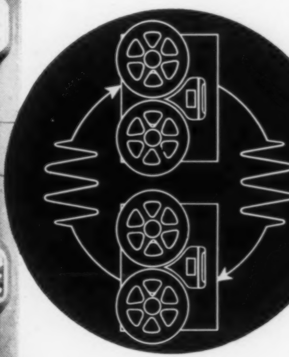
PHILCO Corp. currently is distributing two new developments for TV stations. One is a studio-to-transmitter microwave relay system, said to transmit picture, sound, order wire and remote control signals. The second is a film scanner "adaptable to any color system or any TV standard."

Mycalex Mica Manual

MYCALEX Corp. of America, Clifton, N. J., has issued "a comprehensive 23-page, illustrated reference and operation manual on the machining of glass-bonded mica." The pocket-size manual, *From One Machinist to Another*, is "based on actual plant experience." The firm reports that *From One Designer to Another*, a companion piece, will be issued soon.

RCA Develops 'IF' Amplifier

"IF" AMPLIFIER, developed by RCA Victor's Tube Dept. and described as the TV industry's first ready-to-use prealigned unit, has been announced by R. T. Orth, vice president in charge of the tube division.



An Ampex Automatic Station now in operation at KEAR in San Mateo, California. It sustains the evening programs on tapes prepared by the daytime staff.
Sub-audible tones on each tape stop one machine and automatically start the other.

Announcing

THE AMPEX AUTOMATIC STATION

a new concept in radio programming and operation

Now a 16 hour broadcast day can be handled by an 8 hour staff. Commercials and announcements for the full broadcast day can be pre-taped in fast succession and will be automatically cued to prepared program material.

AUTOMATIC CUEING

Your broadcast time can be sustained automatically by alternate operation of two Ampex 450 Continuous Tape Reproducers. One carries a program tape—the other has a tape with commercials and announcements. One stops—the other starts. It's "cued automatically" with sub-audible "trigger signals" recorded on the tapes themselves. And when desired both machines can be stopped and live programs, separate tapes or discs can still be broadcast in the conventional manner.

ELECTRONIC SPLICING

The announcer pre-records his announcements, pressing a button between each one to place the "trigger signal" on the tape. In effect he is putting the announcement in its proper place with a fast "electronic splice."

PRE-PLANNED PROGRAMS

Program tapes for use in your Ampex Automatic Station will contain the cueing signals. Selections and exact performance times are available to your program director for accurate integration with commercials and local announcements.

Write today for further information to Dept. D-1217B

AMPEX
MAGNETIC RECORDERS

AMPEX CORPORATION
934 Charter Street, Redwood City, California
Distributors in principal cities
In Canada: Canadian General Electric Company

AT&T Seeks Enlargement Of N.Y.-D.C. Relay System

LONG LINES Dept. of AT&T last Monday asked FCC for permission to build new radio transmitters between New York and Washington to increase the number of channels in the radio-relay system between those two cities.

Proposal calls for four new channels along the entire New York-Washington route, two for northbound TV service and one in each direction for protection and maintenance, and three new channels between Washington and Philadelphia, one northbound for TV service and one each way for telephone messages.

The Bell System announcement said that when added to the two southbound TV channels now in use on the New York-Washington system, the proposed northbound channels will be part of a round robin network of two video channels in each direction linking stations from New York to Chicago and St. Louis and adding considerably to the flexibility of the TV network system.

AT&T Opens Wichita Link

NETWORK television programs were made available to KTVH (TV) Hutchinson, Kan., this month when a new 35-mile AT&T microwave link was placed in service at Wichita from the Omaha-Dallas TV facilities.

AT&T's Long Lines Dept. said that with the addition of service to KTVH, network program service is now available to 143 stations in 85 cities.

MANUFACTURING SHORTS

Graybar Electric Co. announces it will open its 111th branch office at 1140 North Irwin Ave., Green Bay, Wis., on or about Aug. 17 with **John W. Peterson** as manager.

Continental Mfg. Co. of Dallas names General Precision Laboratory, Pleasantville, N. Y., as exclusive distributor for its line of TV transmitters.

Stephens Manufacturing Corp., Culver City, Calif. (loud speakers, condensers, wireless microphones), appoints A-N-B Specialties Co., West Richfield, Ohio, factory representative.

Blonder-Tongue Laboratories, Westfield, N. J., appoints Morhan Exporting Corp., N. Y., to handle world export sales of B-T line of Master TV Units and other products.

James Cunningham, Son & Co., Rochester, N. Y., announces new type crossbar switch adaptable to wide range of uses in multiple switching of audio and video circuits.

Magnatran Inc., Kearny, N. J., appoints J. J. Costello Co., Boston, as exclusive New England distributor.

Hewlett-Packard Co., Palo Alto, Calif., appoints The I. E. Robinson Co., Phila. and Asbury Park, N. J.; R. M. C. Assocs., N. Y. and Bogota, N. J.; Yewell Assocs., Boston and Bridgeport, Conn.; J. D. Ryerson, Syracuse, N. Y., and Horman Assocs., Washington, D. C., to handle sales and service of company's electronic test equipment.

Shure Bros., Chicago, announces new, all-purpose Model 777 "Slim-X" crystal microphone.

YOUR FAVORITE MOMENTS IN SPORTS
ON
THE BIG PLAYBACK
starring
BILL STERN
America's Favorite Sportscaster
15 MINUTE TV PROGRAM ON FILM

GUEST STARS
Among the headline sports personalities already set as guest stars are:
ROCKY GRAZIANO
LOU LITTLE
GUY LOMBARDO
PHIL RIZZUTO
GENE SARAZEN
DUKE SNIDER
SUGAR RAY ROBINSON
EARL SANDE
BOBBY THOMSON

SCREEN GEMS, INCORPORATED
TELEVISION
SUBSIDIARY OF COLUMBIA PICTURES CORPORATION
233 West 49th St., New York City · Circle 5-5044

SCREEN GEMS
TV Programs On Film Now Available for Local and Regional Sponsorship

YOUR ALL-STAR THEATRE
39 Half Hours Originally Telecast Over 61 NBC Stations as the FORD Theatre

PROF YES 'N' NO
26 Quarter Hour Quiz Shows Starring Bill Cullen

TV DISC JOCKEY FILMS
60 Silent Films to Dramatize Music on Records

MUSIC TO REMEMBER
Great Music Played by Rome Symphony Orchestra

SWG Warns of Break With Some Talent Agents

SCREEN Writers Guild has warned it may break off relations with several talent agencies which reportedly are representing writers and at the same time employing them at below-guild minimums.

SWG's warning to the agencies did not indicate what action will or could be taken if the alleged dual practice continues. Concensus, however, is that the agents are capitalizing on the guild's feud with Television Writers of America.

TWA recently won the NLRB election for network TV writers, causing some of the talent agents to maintain that SWG working standards no longer apply. TWA has not announced its basic demands.

There is no possibility of a concerted stand by SWG and TWA as long as their feud exists, members agree. Until one is established, the agencies will continue to make their own individual deals with writers.

NLRB Denies TWA Bid To Represent 'Lucy' Writers

PETITION by Television Writers of America seeking to represent writers employed by Desilu Productions Inc., producers of the *I Love Lucy* TV film series, was dismissed in a decision and order issued last week by the National Labor Relations Board at Washington.

NLRB found Jess Oppenheimer, head writer and producer for the *Lucy* series, as a former vice president and currently a member of TWA and its executive board, in effect had solicited other Desilu writers to join TWA. TWA's interest in representing Desilu writers, accordingly, was impaired by activities in behalf of TWA by Mr. Oppenheimer, defined by NLRB as a supervisor in the employer firm.

Desilu Productions had contested TWA's petition as had Authors League of America which intervened on behalf of itself and its offspring organization, Screen Writers Guild, in the jurisdictional dispute with TWA.

TWA Members Endorse Plan To Include Radio Writers

WAY WAS PAVED for Television Writers of America to include radio writers when 98% of the TWA membership voted their approval of constitution and by-laws revisions to permit such action. TWA President Dick Powell announced the development last week.

TWA plans an all-out campaign to enlist RWG members individually and is scheduled to start the drive at its Hollywood membership meeting Wednesday. RWG officers favor a merger with TWA, it has been pointed out, but because the guild is within the structure of the Authors League of America such a move could not take place. However, individual members of RWG can withdraw from that union and join TWA.

Seattle Combo Scale

THREE Seattle stations—KOMO KING and KIRO—have agreed with International Brotherhood of Electrical Works and the American Federation of TV-Radio Artists on a pay scale for combination announcer-engineers in radio operations. Combination men will receive $105 weekly, $5 more than the $100 pay for individual announcers and engineers.

Charted

FOR PROGRESS!

Leadership is not a matter of chance . . . It is earned by charting a course that leads the way. WREC continues to set the pace in high quality programming and engineering perfection. As a result, WREC has the highest Standard Audit & Measurement Report and Hooper Rating of any Memphis radio station. Chart your course to gain the "better half" of both the Rural and Metropolitan listeners in this rich $2 billion market with a single schedule on Memphis No. 1 Station. Rates today are 10% less per thousand listeners than in 1946!

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS

Reprints of articles
appearing in this section
are available
at nominal cost. Write to
ADCASTING • TELECASTING
Readers' Service, Room 870
Press Bldg., Washington 4, D. C.

Why Didn't Life Magazine's 4-Media Study Mention KTLA?

LOOK WHAT THE FACTS SHOW:*

KTLA reaches over *four times* as many homes in the Los Angeles area each week as Life magazine claims to reach here.

KTLA reaches 43% more homes *each week* in Los Angeles than Life magazine claims to reach here in *13 weeks.*

IN FACT . . the *average* class A spot announcement on KTLA is actually seen by one-third as many people as *an entire issue* of Life magazine in this same area.

**ARB Cumulative Data*

That's Why KTLA Is the Best Advertising Buy In Los Angeles

KTLA
Paramount Television Productions Inc

KTLA Offices and Studios • 5451 Marathon St., Los Angeles 38 • HOllywood 9-3181
Eastern Offices • 1501 Broadway, New York 18 • BRyant 9-8700

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

KTLA—THE BEST ADVERTISING BUY IN LOS ANGELES

features

- Merchandising: A policy statement by B•T and a plea for more promotional support from Kenyon & Eckhardt. Page 86.
- Here's one department store that knows how to use TV. Page 90.
- How radio makes big business for a small refinery. Page 92.
- McCann-Erickson is bullish about radio: Excerpts from a presentation the agency is making to boost AM. Page 94.

IOW THE 'MAN ON THE STREET' GREW UP

y Mowry Lowe*

HERE are, as we all recognize, certain things that radio can do etter than any other medium. We acknowledge that radio is preminent in news coverage and no other medium can top it in music.

Granted that these two can fill most of the broadcasting day, am of the opinion that radio must explore new fields of broadasting; must experiment with new treatments of formats that have een successful in the past.

One of the earliest innovations of radio was the "Man On The treet" program. Practically every station had at least one such rogram. People would appear in droves in order to get their oices on the air. The popularity of such programs waned. Only few of the sturdiest survived. Then a subtle switch took place. nstead of standing on a street corner or under a theatre canopy, he "Man On The Street" moved to an airport, or railway, or bus erminal. He appeared in a supermarket.

Mark you, this was still the same show. Only the place and itle of the program underwent a change.

In exploring what could be done with this overall format, we t WEAN believe we have hit on a successful formula. We call it *VEAN Goes Calling.*

Call Before Calling

The one basic change is that no longer do we work on a catchs-catch-can basis. We don't set up a microphone and hope to eaven that some passerby will be trapped into muttering a few l-chosen words. Instead, we "go calling" on organizations, places nd people. Our "calls" are dated well in advance (about three eeks, as a matter of fact). While on-the-spot recordings are not nusual, particularly when these affect a news event, ours is a daily cheduled program.

Looking quickly at some of our recent "calls," I find that WEAN as gone calling at the formal opening of an exclusive boys' school. Ve called on the day-long outing of a group of handicapped who ere entertained at a big amusement park. We called on the Safety ommittee meeting of the AAA. Another call was made on a ommittee meeting of the Clothes for Korea drive, and we subequently had a letter from the chairman saying that this program had helped them double the amount of clothing contributions they had hoped to receive.

We called on the Golden Agers—and had the thrill of having a sturdy 67-year-old gentleman announce his engagement to a charming maiden of 65. We called on the Red Cross blood donation center and had the entire program explained—and recorded the comments of the persons who were donating. Another call was made backstage at a summer theatre, where, in the workshop (to the roar of power saws and tattoo of hammers as a set was being built), the stage manager told the story of summer theatre and how it has developed through the years. Then we moved into the rehearsal hall and as a scene was being rehearsed, we talked with members of the cast.

From Ballyhoo to Babies

We've called on service clubs and had them tell of the organization and of the projects they foster. We called on a carnival and had the rough and ready concessionaires tell of their nomadic life. We called on the maternity ward of Miriam Hospital in Providence. Tod Williams, the m.c. of the show, swathed in a gown and mask, went right into the nursery and talked with the supervisor. Tiny baby cries backgrounded the conversation. This was the first time in Rhode Island radio history that a mike had ever gone right into the nursery of a major hospital.

Certainly this is still the "Man On The Street"—but with a new twist. It's radio—pure radio! No other medium could do the job so successfully and so well.

In the event some other station manager would like to use this general format, may I offer a few suggestions.

The first and most important is to have a man on the mike who is fast on his mental feet. He's got to be able to handle all kinds of people under all kinds of circumstances. Next, go to the site of the event. Many times it would be "easier," engineering and costwise, to have the participants come to the sudio. We feel there's an atmosphere of authenticity that is lost in the studio. The guests are out of their familiar haunts. There's apt to be the deadly background silence that sound-proofed studio walls provide. Then, balance up the events. If you're doing a blood donation, a committee meeting, and a luncheon—bring in a carnival or some other strikingly-different event.

Warning: Don't publicize an event before you have it on tape! After you have it recorded—then loose the publicity barrage.

---

* General Manager, WEAN Providence, R. I.)

MERCHANDISING

AMONG stations and networks opinion varies, perhaps more widely than on any other current topic, as to the quantity of merchandising that media ought to do for clients. Among advertisers and their agencies there is a natural desire to get as much merchandising support as media can be persuaded to supply.

However controversial, the question of merchandising will not be settled by silence. It is not one that will go away if ignored. It is destined to bedevil broadcasters and telecasters if only for the reason that clients are demanding more and more merchandising service as a condition of buying time.

B•T has taken no sides in the merchandising controversy, aside from sticking to the basic position that stations and networks should refrain from using merchandising devices as an indirect means of cutting rates and, if offering any kind of merchandising to one client, should offer similar accommodation to all. B•T intends to adhere to that position and also to publish newsworthy articles and stories reflecting all shades of opinion on this question.

Such an article appears on the opposite page. It reflects the views of Kenyon & Eckhardt, one of the most merchandising-minded agencies, and is by way of an introduction to a detailed merchandising study which K&E is preparing and which will be published by B•T. The first part of that study, a complete table of merchandising services provided by television stations, will appear in the *Telecasting Yearbook-Marketbook* to be published in mid-August. Later a similar survey of merchandising service provided by radio stations will appear in *Broadcasting • Telecasting* magazine.

The Editors

▸▸▸▸▸▸▸▸▸▸▸▸▸▸▸▸▸▸▸ *it's a must*

Few agencies can claim to get more mileage from merchandising than Kenyon & Eckhardt does. It was K & E that turned Ed Sullivan into a TV star and one of the hottest salesmen that ever worked for Lincoln-Mercury. Here the vice president-promotion director of Kenyon & Eckhardt argues the case for increased merchandising support from TV stations.

By Hal Davis

PHIL KENNY, our number one television time buyer, was on the phone.

One of our clients was thinking of going into spot buys. There was a choice of stations and markets. What did we have in our files?

We looked.

Our information on merchandising services and "feel" of the stations helped give some of them new business—and lost some for a few others.

We are no longer unique. More and more agencies are coming to realize that there's more to buying a station than looking at statistics. Stations have been claiming that for years. Yet, not all of them realize what is happening with clients and agencies as of right now.

Maybe we're overboard on the subject.

But at Kenyon & Eckhardt, it's getting hotter every day. Research, radio-TV and promotion work together to get the most for a client's ad-dollar. And that applies to networks and program producers, as well as stations.

Let's list some of the things we're talking about.

1. One of the important elements in the sale of a network show is its merchandising possibility. For instance, Dave Garroway's *Today* on NBC-TV. The network sells the use of an integrated sales package with Mr. Garroway being available for prime merchandising needs. On top of that, if the client doesn't happen to have a large direct sales force (and these days, few have), Fred Dodge's field men work with brokers, distributors, retail outlets and stations, to help the show sell products in local areas. There's no doubt that this approach helps sell program segments.

Network merchandising is a live topic of conversation along advertising row. Some networks do and some don't. It's curious, for example, that CBS, which does such an excellent job of audience promotion, hasn't seen the importance of product promotion as a competitive necessity. Last year, there was some publicity on the radio front concerning an A&P tie-up. Nothing further has been heard on that score.

Yet, on the Columbia network there is at least one show which has stayed on against the roughest kind of competition because of proper and intensive merchandising. *Toast of the Town* is my example.

When the *Colgate Comedy Hour* first entered the ring against *Toast* a couple of years back, not many people gave the Lincoln-Mercury Dealers' show a chance to survive. Ed Sullivan, after all, wasn't a show business pro. Colgate had the stars; different ones every week. Colgate also had the budget. We were given 24 hours to get out of town.

Nobody, but nobody, in the trade realized what had been going on with Mr. Sullivan and *Toast*. Ever since its first telecast, *Toast* was doing a selling job on the L-M dealers. Mr. Sullivan hit the road to every part of the country, preaching the show gospel. More importantly, dealers had a chance to see the impact of their show in their own communities, with their own prospects. Here was one star who wasn't afraid to help sell the product.

Consistent dealer mailings, plus extensive usage of Mr. Sullivan with point of sale material and promotional literature, had brought the show alive to both L-M dealers and factory officials.

And when news came along of the impending competition, it wasn't difficult to tell dealers honestly that they'd get their sales value out of the series even if the rating was cut in half.

That was a revolutionary step which couldn't have been accepted unless the groundwork had been laid well in advance.

When *Toast* ratings dipped, the dealers stayed with the show. And they got an unexpected bonus when *Toast* climbed to a neck-and-neck position with its competition during most of the past year.

It seems fairly obvious that a television personality should do his (or her) utmost to merchandise his sponsor's products, both nationally and locally. It takes a powerhouse of a program series to overcome non-integration of personality and commercial.

Merchandising of show and show content is no longer an academic question. It's here and it's vital to the success of a program. It is imperative that the major advertising investment made by a client in program purchasing, be given all opportunities to pay off in sales. Only a carefully planned merchandising campaign can help reach those sales goals.

2. In selecting shows, agencies must be aware of the merchandising factors in program content. They must also look for the merchandising advantages offered by networks competing for the time business. Next step is the utilization of station merchandising facilities for local stimulation of trade and consumer.

The time honored "sending some letters to the trade" can be considered a waste of money and time, in most instances. Actually, specific merchandising jobs, whether of placing displays in retail outlets, performing a job on client salesmen, or smoothing a distribution problem, seem to be of primary value.

In any event, the station must expect to be called upon for specific merchandising helps. Our survey of television stations shows some variations in what stations are prepared to give, or prepared to sell, to advertisers.

What might be helpful is a clear-cut understanding of what merchandising helps are actually wanted or desired by clients in various sales fields, and some approach to those wants which meet the situation without giving away the station's transmitter.

Advertisers are extremely concerned with local support of their advertising. Newspapers and magazines are fully conscious of this concern and bend their best efforts toward solution of this urgent sales problem. Television stations, because of their newness, have not as yet given more than

Wherever you **G**o there's **R**adio

● Roller derbies? Say! You're in a year-round RADIO derby when WGR starts delivering your advertising throughout Western New York, Northwestern Pennsylvania and nearby Ontario. It's the most listened-to station in the area!

For example: Arthur Godfrey, Jack Benny, Edgar Bergen, Amos 'n' Andy, Bing Crosby . . . all of Columbia's headliners draw SRO audiences in WGR's rich market.

CBS Radio Network

WGR 55

BROADCASTING CORPORATION

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

brief attention to this phase of overall operations.

Yet, they will be forced to spend much more time on this angle in the very near future. Rising costs, and competitive pressures, have contributed to client demand for every possible help in making his program sales successful.

3. Local spot buys, especially in participating shows, are coming in for scrutiny as regards the plus values of merchandising. While acknowledging the fact that many stations do excellent jobs of audience promotion, the agency and client feel that is basically self-preservation for the station. They no longer consider audience promotion as providing the stimulus needed to keep a program selling goods.

Participation shows offer many advantages to a manufacturer. He has the authority of a well-known local personality behind his product. He can use this personality with his own sales and distributing forces as a trade sales stimulant. He can also use the personality to spur retailers to more direct action.

Again, some stations are making capital of this situation. Others have not yet seriously gotten into a study of how their personalities can be completely tied into the sale of products.

The whole subject of chain breaks and spot buys properly belongs in the media department. However, when research men such as K&E's Max Ule dig deeply into the viewers and find that the relationship of ratings to viewer impact is not what it should be, the rating book becomes suspect. I also has less value in selling. This is a area which merits serious consideration b agencies and advertisers alike.

Merchandising a spot buy has been, u to now, low man on the totem pole. However, and very soon, stations should begin to consider this problem as a basic merchandising project. The advertising dollar has to go further and further. Clients will no longer sit for long periods waiting for action to take place at some distant future.

The role of the agency in television merchandising is becoming sharply defined. Agencies have an obligation to networks and stations which has not fully been met in the past.

That obligation consists of explaining the sales goals of the client in terms which make sense to the media. The agency should explain why the show or spot is being bought and what lies behind the purchase. Agencies must begin to let media in on the basic strategy which impels purchase; exactly as agencies ask to be informed of the clients' motives and thinking.

With the "reason why" evident to stations and networks, cooperation should be more helpful to all parties.

None of us exists in a vacuum. Television as a commercial medium will stand or die on its sales advantages over other media available for any advertiser.

The advertiser has no obligation to any media except in terms of results for his products. The day has now arrived when a client will accept nothing else but sales results from his media choices.

Show business is sales business—and you have to merchandise your product for sales.

WBAL

BALTIMORE

announces the appointment of

HENRY I. CHRISTAL COMPANY

as

National Sales Representative

Effective August 1, 1953

WBAL is proud to join such leading stations as . . .

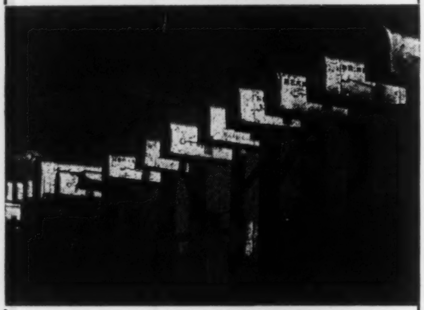
WBEN - - - *Buffalo*
WGAR - - - *Cleveland*
WJR - - - - *Detroit*
WTIC - - - *Hartford*
WDAF - - - *Kansas City*
KFI - - - - *Los Angeles*
WHAS - - - *Louisville*
WTMJ - - - *Milwaukee*
WGY - - - - *Schenectady*
WTAG - - - *Worcester*

NBC IN MARYLAND

50,000 WATTS

CLEVELAND'S
Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

The best
way to
sell the
KANSAS
FARM
MARKET



use the
KANSAS
FARM
STATION
WIBW CBS RADIO
in Topeka
Ben Ludy, Gen Mgr., WIBW-KCKN
Rep. Capper Publications, Inc.

A television success story:

TV BROUGHT 30,000 CUSTOMERS TO THIS DEPARTMENT STORE

TELEVISION sales people who are trying to crack department stores can cite the successful marriage of Rike-Kumler, leading department store in Dayton, Ohio, and WLWD (TV), the Crosley outlet in that city.

When a television promotion campaign can bring 30,000 people into a store for a pre-holiday evening opening, television must have something to recommend it. And when single TV commercials sell 364 garment bags, 308 pairs of shoes, 142 bedsheets, 75 dresses and 416 pairs of slacks, the cash box registers a success story.

Rike-Kumler is approaching the two and a half year mark on WLWD, and what started in April, 1951, as a temporary test program has grown into a production including a fully equipped permanent studio on the ninth floor of the Rike-Kumler Building.

The studio is so arranged that five separate sets, including a modern, equipped kitchen, are available at all times. The settings vary according to the needs of the day. At one time a set may represent a newly furnished living room. The next day it can be arranged as a portion of the store's shoe department, with all the equipment such a department needs and uses.

Principal participant on the show is Cornelia, the store's personal shopper, who is aided and abetted by Connie, a piano stylist. The man's viewpoint is presented by John, the third regular on the show.

The WLWD production staff, in setting up the show, does the obvious: Gets the viewers; holds them, and sells them the merchandise.

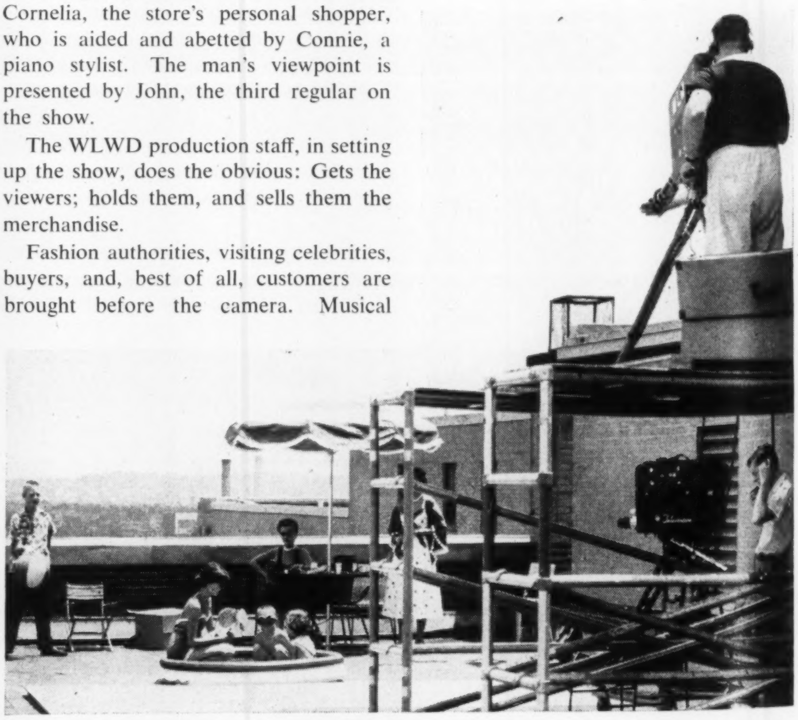
Fashion authorities, visiting celebrities, buyers, and, best of all, customers are brought before the camera. Musical backgrounds, dramatic sketches, attractive settings, and pretty models spice the production.

Rike's and WLWD have found that models are extremely effective in selling women's and children's clothing, shoes, hats, and inexpensive kitchen items that can be demonstrated.

Sales records also indicate that television is more than successful in pushing sales on household gadgets, inexpensive furniture, toys, moth protection items, and baby articles. Bed sheets, play clothes, and T-shirts get a ready customer response, according to store buyers.

WLWD's promotion and merchandising facilities back up the show. Billboards around Dayton, bus dashes, counter displays, and elevator posters are used. "Table tents," placed on tables in the Rike-Kumler dining room, have also proved effective.

Rike-Kumler counts as one of the most effective promotions the Open House programs featuring WLWD television personalities. The most recent such project saw 12 WLWD stars stationed throughout the store to sign autographs and meet the customers. All station facilities were used to promote the event about a week in advance.



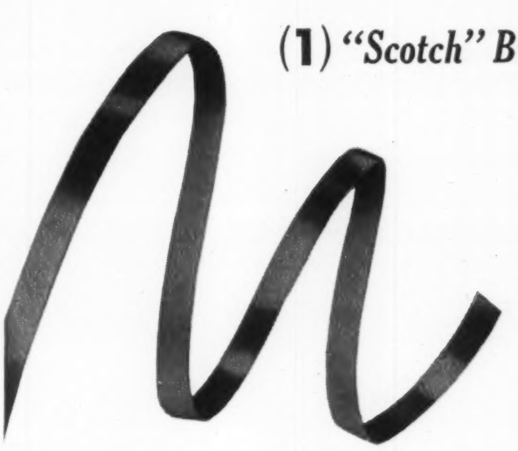
Here's how WLWD (TV) shoots merchandise demonstrations on roof of Rike-Kumler department store.

REG. U.S. PAT. OFF.

SCOTCH

BRAND

gives you 2 new recording firsts!



(1) "Scotch" Brand 120A "High-Output" Magnetic Tape

NEW COATING! revolutionary magnetic material offers unparalleled sensitivity.

GREATLY REDUCED HARMONIC DISTORTION can be achieved by recording at lower input level while still maintaining accustomed play-back levels, or—

INCREASED OUTPUT! gain 8 to 12 db more output than any conventional magnetic tape with no increase in noise or harmonic distortion.

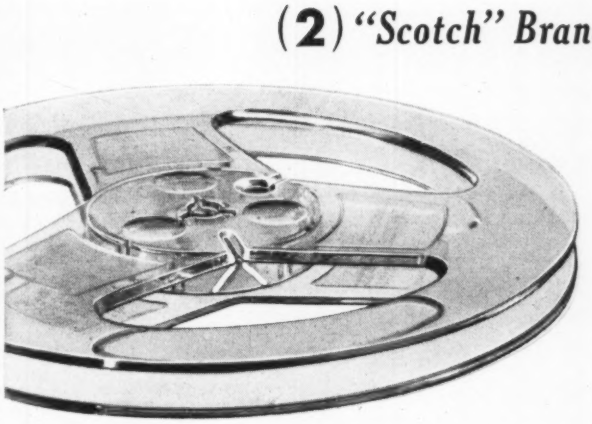
NEW COLOR! dark green color unmistakably identifies.

GUARANTEED UNIFORMITY! output variation within a 1200-ft. reel at 1000 cps is less than plus or minus ¼ db and is less than ½ db from reel to reel.

NEW DRY LUBRICATION PROCESS minimizes head and machine wear, assures freedom from squealing, cupping, curling.

100% SPLICE-FREE in all lengths including 2400-ft.

(2) "Scotch" Brand "V" Slot 7-in. Plastic Reel



EXCLUSIVE "V" SLOT! easiest, quickest threading device yet perfected.

2¼-in. HUB! *only* large hub reel that takes standard lengths of *all* magnetic tapes, minimizes timing errors, eliminates tape spillage in rewind.

WIDE SPOKES! 45% more plastic gives extra rigidity, precision balancing.

TAPERED FLANGES eliminate frayed tape edges, give smoother wind.

EASIER LABELING! larger, unobstructed writing and labeling surface.

COSTS NO MORE than ordinary reels!

SCOTCH
Magnetic Tape

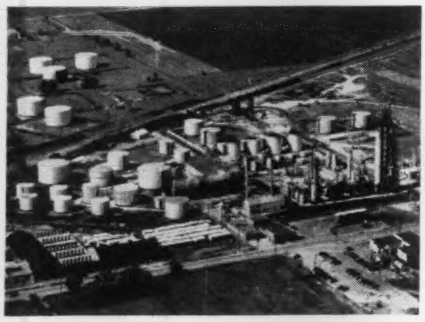
Get Both from Your Distributor.

REG. U.S. PAT. OFF.
SCOTCH BRAND *Magnetic Tape and "V" Slot Plastic Reel*

The acknowledged international standard of the recording industry

High-Output and HO TM 3M Co. The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-Sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N.Y. In Canada: London, Ont., Can.

A gasoline price war taught this Michigan refinery the power of radio. Now the company uses 20 spots a day to sell premium gas at higher prices than any competitor's.



RADIO AND GASOLINE MIX

NOT much permanent good is apt to come out of a gasoline price war, but in the case of a Michigan refinery, a price war taught a lasting lesson in the value of radio advertising.

As gasoline companies go, Leonard Refineries Inc., of Alma, Mich., is not very big. It markets only under its own name and only in the state of Michigan, exclusive of the Detroit area. But despite its comparative smallness, it took on the major gasoline suppliers in a price war in the Muskegon area last spring—and won, hands down.

A few months before the war broke out, the company had decided to produce and sell the highest octane gasoline of any on the market. The company and its agency, The Jaqua Co., of Grand Rapids, began to outline advertising plans.

They had agreed that when the new fuel was introduced, both advertising and sales would be concentrated in a restricted area to permit a strong campaign that would compare in volume to that of major gasoline suppliers. Then the Muskegon price war gave Leonard and its agency a chance to test their theory.

Major oil companies decided to cut prices by 1.3 cents a gallon in Muskegon. The Jaqua Co. suggested that here was an ideal chance to try out the idea of selling gasoline at higher prices than anyone else.

Leonard hastily produced a special gasoline to be distributed only in the Muskegon area and with an octane count high enough to support the honest claim it was the highest available in the state. Twenty spot announcements per day were purchased on WKBZ Muskegon—all of them 20-second singing commercials followed by spoken announcements reiterating the quality and high-octane count of Leonard X-tane gasoline.

Here's what happened, as reported to D. R. Nelson, manager of Leonard branded sales, by George Freres, the Muskegon distributor of Leonard products:

"In the beginning we did not have too much reaction, but after about 10 days our dealers noticed and commented on the new faces that were coming into their stations. They noticed quite a few of their customers humming and whistling the Leonard commercial and asking for some of that fresh X-tane gasoline.

"You might get a kick out of hearing that when my wife went into the super market to do her shopping several of the clerks got together and started to sing the Leonard commercial. . . .

"At my own service station which I operate at the corner of Laketon and Henry Streets, I have to compete with Socony and Texaco which are located within one half a block of my station. I understand from the operators of these two stations that during the month of March I sold as much gasoline as both of these two stations combined, and this was done at a price of 1.3 cents higher than what they charged.

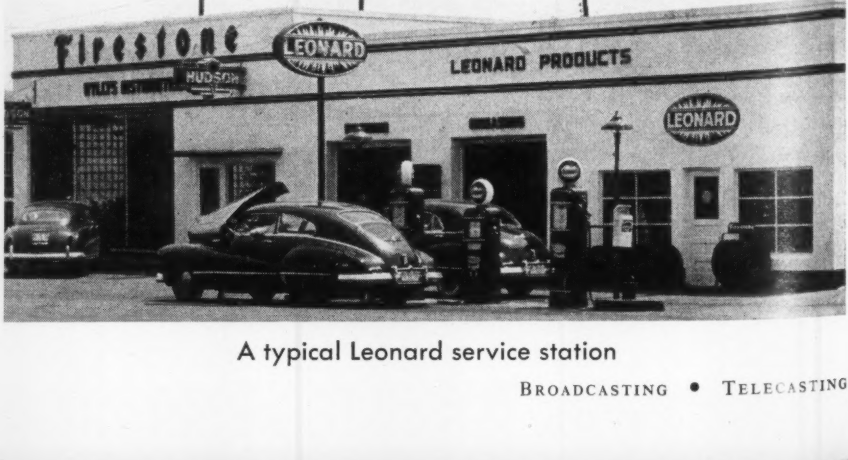
"In checking with my dealers I found that they had picked up new customers and not only retained their gallonage but had increased it during this period. This is in direct contrast to previous years as the gallonage usually falls off during March."

Having been sold on the soundness of its theory that a heavy campaign in a particular area could sell gasoline that cost more than rival brands, Leonard brought out its Super X-tane gasoline with a 96 octane rating, claimed to be the highest on the U. S. market. Though all media were used, special emphasis was placed on radio.

Twenty spots per day six days a week were scheduled on WILS and WJIM Lansing, WBBC and WTAC Flint, WKNX and WSGW Saginaw and WFYC Alma at the outset of the campaign. A week after the campaign opened W. D. Molitor, Jaqua account executive, reported that the sales of the premium gasoline were "up 400% in spite of the fact that it is being sold for one cent more than the premium fuels of the major oil companies." Additionally, sales of regular Leonard X-tane were up too.

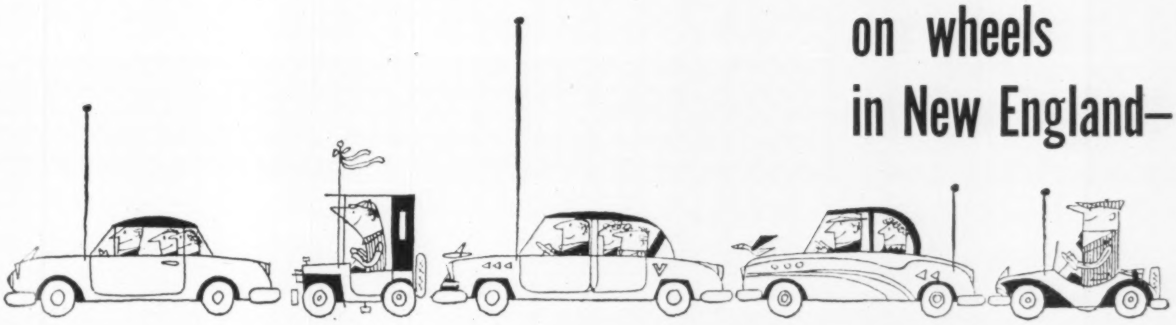
In the past month, the campaign has been expanded to stations in other Michigan cities, but the frequency and volume of the spots has tapered off. Leonard is now using 20 spots a day two days a week.

A new campaign will break about Oct. 1, placing what Mr. Molitor describes as "heavy emphasis" on "AM radio" and new emphasis on TV.



A typical Leonard service station

Reach 'em on wheels in New England–

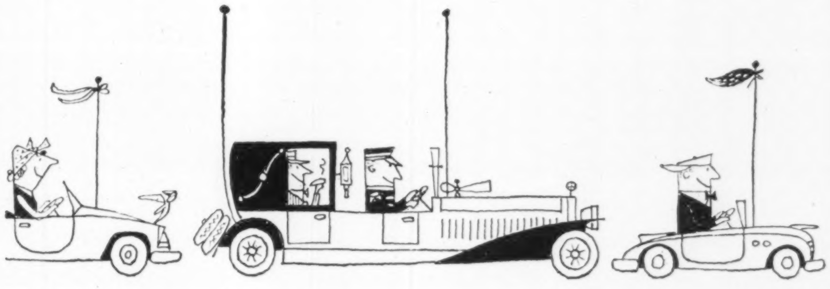


The Dr. Forest L. Whan Survey shows how!

More than half use car radios daily. According to the Dr. Forest L. Whan Survey of the Boston Trade and Distribution Area (the most thorough audience survey ever completed in New England) New Englanders are among the nation's largest users of car radios. Better than half the motorists there, both men and women, have their radios on daily as they drive. Thus, to reach the biggest audience in New England, use **radio..** the medium that seeks out your customers wherever they are!

More listeners than any other station. According to the same survey, WBZ rates first as the station "listened to most." For daytime listening, 17.0 percent of those interviewed named WBZ (compared with 13.7 percent for the second station, 10.9 percent for the third). For nighttime listening, the figures are even stronger: 28.6 percent named WBZ, 9.5 percent named the second station, and 8.5 percent the third.

With the Whan report on your desk, you're equipped to get the biggest value for your New England radio dollar. If you haven't a copy of this report, get in touch with WBZ or Free & Peters.



WBZ
BOSTON
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE
RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA
WOWO • KEX • WBZ-TV • WPTZ
National Representatives, Free & Peters, except for TV; for WBZ-TV and WPTZ, NBC Spot Sales

HERE'S WHY McCANN-ERICKSON IS.. BULLISH

TO CONVEY to its executives that the reports of radio's death were highly exaggerated, the Radio-TV Department of McCann-Erickson has been conducting a unique presentation before clients and the group heads and account executives of the agency in New York and Detroit. The demonstration, part of an over-all radio and television presentation, is in the form of questions and answers with Hendrik Booraem Jr., vice president in charge of programming, and William Dekker, vice president in charge of media, replying to the interrogation of a booming recording which echoed the platitudes of radio's imminent demise. Here are some of the questions asked in the hour-long presentation together with some significant parts of the answers, condensed here for publication:

QUESTION: My impression is that network radio is just about dead. Am I right or wrong?

ANSWER: According to the latest reports from trade journals, each of the four networks has tallied a substantial amount of new business, much of it from new clients (those not now in radio or who have been out of radio for the past five years) such as Willys Overland, Stopette, Snowcrop, Ex Lax and Cadillac. That is not the sign of an industry that is dying, nor is the total radio revenue of over $464,000,000 for 1952. In 1952, radio held its own with 1951 and in the last quarter of 1952 went ahead of its previous total.

QUESTION: How big is radio?

ANSWER: There are 45 million radio homes today. But there is a great deal more to the question than that. There are 27 million car radios which research has demonstrated deliver a remarkably large audience. The listening created by multiple sets in homes has not, as yet, been adequately counted in the tallies of the researchers.

QUESTION: Is radio still delivering good cost per thousand?

ANSWER: Radio compares most favorably with other media as far as cost per thousand is concerned. Moreover, there are a number of new ways to use radio now which have increased its potential in that respect. For example, the MBS multi-message plan, which at a rating of 3.1, costs less than 50 cents to sell a product to a thousand people.

QUESTION: How about size of actual audience reached?

ANSWER: We have found that people are apt to compare radio and television ratings without taking into account the vast difference in size of the potential radio and television audiences, thus unfairly judging the actual number of people reached by radio. Here is a comparison between radio and television audiences for shows selected at random—*Dr. Christian,* in radio reached, in the March Nielsen, 2.5 million homes. Gene Autry on television reached 2,273,000. *Jack Benny* on radio reaches 6 million, the same number as *Toast of the Town* on TV. Another example is *Our Miss Brooks* which reaches 5 million in radio and 6 million in television. The point of all this is that astute buyers of radio can still rack up sizeable audiences at a very reasonable cost.

QUESTION: How many radios are used in television homes?

ANSWER: As previously pointed out, research facilities have not yet adequately measured the listening to second and third radio home sets, but Nielsen figures seem to indicate that radio listening in TV homes has not only leveled out, but is starting on the upgrade, even if only slightly. The fact that Colgate recently reinstated the radio version of *Mr. & Mrs. North* in eight major TV cities might well be taken as evidence that no major advertising can afford to ignore the power of radio even in strong TV markets.

QUESTION: What about radio program costs?

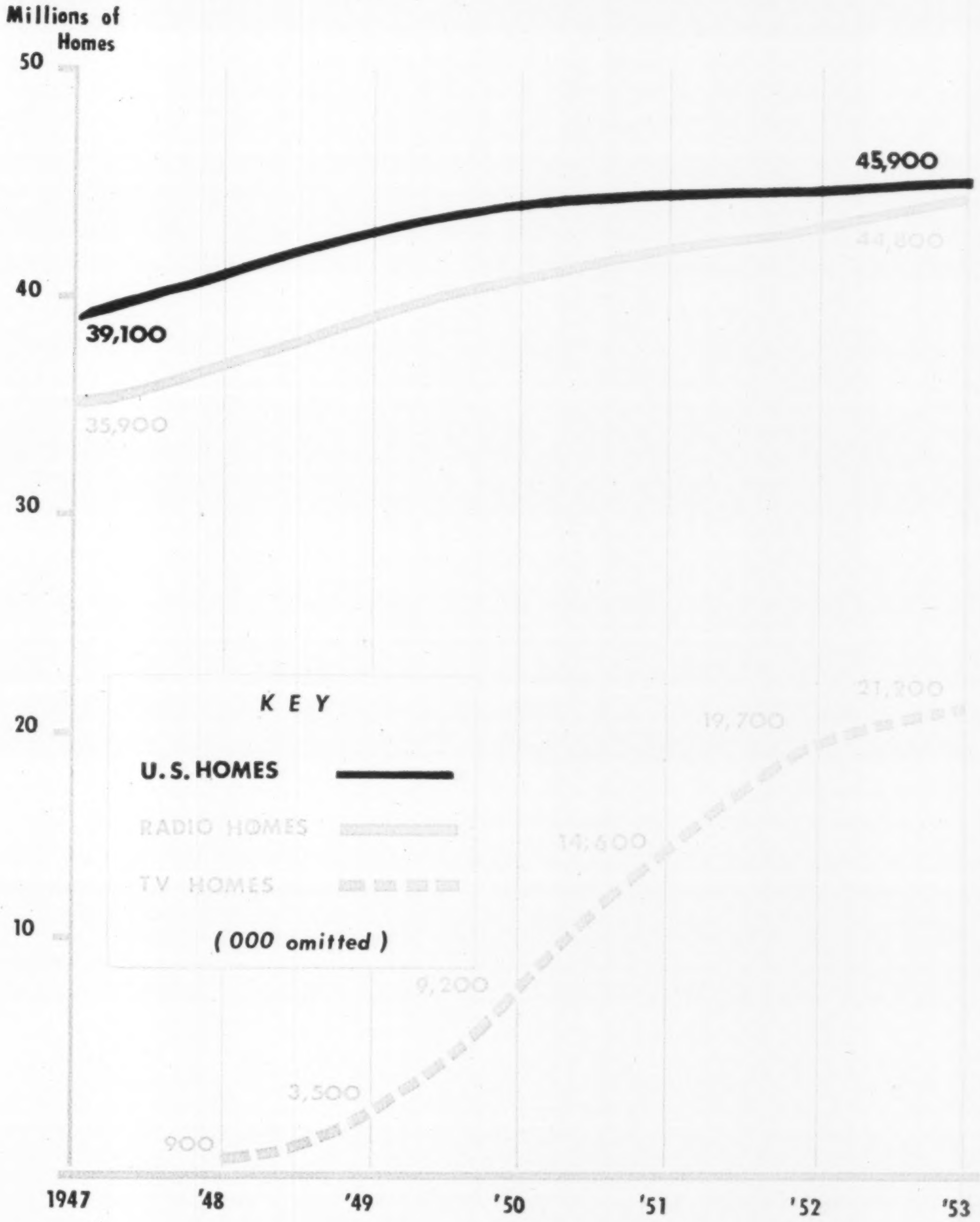
ANSWER: Many of the major radio programs currently on the air have cut show costs in half, or better. Programs currently available on the radio networks are rock bottom talent buys—such as *Broadway is My Beat* at $3,050, *Name That Tune* $5,520, *Michael Shane* $2,587.50.

QUESTION: Do you think radio is a worthwhile buy for my client?

ANSWER: Radio, used right, is definitely a good buy. By "used right" we mean that the advertiser's particular problems in marketing, selling, and advertising have been thoroughly analyzed and the radio campaign has been properly tailored to meet those conditions. There are very few advertisers who cannot use radio successfully in some form for some area of their over-all advertising effort.

Mr. Booraem rounded out the radio story by pointing out that there are signs that radio listening in TV homes is increasing, but he stated that he feels there is a need for more specific research on this score. Mr. Booraem summarized: "Here at McCann-Erickson, we are definitely bullish about radio."

ABOUT RADIO



RADIO HAS ALMOST REACHED SATURATION DESPITE TV GROWTH

(Source: Telecasting Yearbook, U. S. Census, A. C. Nielsen)

How WVEC-TV and NBC Came Up With

PLANNED UHF for the TIDEWATER AREA

CAPACITY crowd of 400 TV distributors and dealers jammed the Chamberlain Hotel to hear how WVEC-TV and NBC plan to promote uhf television in the Norfolk-Hampton area. Thomas P. Chisman, WVEC-TV president, is addressing the group, which also heard from NBC officials. NBC-TV stars entertained.

"THIS is the first time promotion for a new uhf station has been done right."

That statement has reached the stature of a well-worn cliche in the Norfolk-Hampton, Va., Tidewater area.

It's uttered just about every time a visiting radio-TV executive walks down a Norfolk area street. In supermarket windows, in drug store displays, and, of course, in TV dealers' shops, colorful uhf posters attract his eye.

The same words are said, but not without awe, by nearly every agency timebuyer and broadcaster who hears about uhf announcements being carried over four Norfolk area radio stations ten times daily, or who sees some of the pages of newspaper advertising on uhf in Norfolk newspapers.

WVEC-TV Hampton and NBC are behind the campaign.

WVEC-TV got a construction permit from FCC Feb. 5 for uhf Ch. 15. The station planned to promote uhf right along.

But it got an unexpected boost when longtime NBC-TV Norfolk affiliate, WTAR-TV, switched to CBS-TV last spring [B•T, May 25]. A few weeks later, NBC-TV signed WVEC-TV as a primary interconnected affiliate [B•T, June 22].

Since then, the WVEC-NBC uhf campaign has shifted into high gear. Practically every media is being used in advertising the new uhf Ch. 15 station, which will begin programming on Sept. 19. At least $100,000, and perhaps more than $150,000, will be spent in the uhf exploitation by NBC and WVEC-TV, according to the network and station officials.

* * *

A meeting for 400 Tidewater region radio-TV distributors and dealers was held July 17. They were entertained by NBC-TV stars and told of the uhf promotion plans.

Every distributor, retailer and serviceman in the area is being sent an attractive advertising and promotion kit by WVEC-TV. And all the retailers and servicemen are getting a uhf installation kit, which includes a handbook describing uhf and covering all phases of uhf installation.

NBC-TV has sent letters to all agency timebuyers and all interested agency account executives and client executives outlining the promotion plans and describing the special WVEC-TV rates for pre-Aug. 1 advertisers.

Since the campaign's start, a few weeks ago, more than 5,000 sets have been converted to uhf; by Sept. 19 the total is expected to be ten times that number. WVEC-TV believes that within the next two months $2.5 million will be spent in the area to convert sets, and believes that $6 million will be spent on conversions within a year.

Here are highlights of the Norfolk market area:

The area ranks 26th in the United States with annual retail sales of about one-half billion dollars, according to the J. Walter Thompson Co. Population of the area—it in-

THOMAS P. CHISMAN, president of WVEC-TV Norfolk-Hampton, Va., uhf Ch. 15 outlet planning a Sept. 15 debut, greets NBC officials at the Norfolk airport who flew down to tell 400 TV set distributors and dealers all about uhf television. The NBC officials are (l to r): Jim Nelson, manager of publicity; Sidney Eiges, vice president in charge of the press; Norman Pader, director of exploitation, and Fred N. Dodge, director of merchandising. NBC has opened an office in Norfolk to aid the station in its promotion efforts and to assist dealers with uhf conversions.

Reprint of full page
advertisement in
The Milwaukee Journal
July 12, 1953

BETTER Television for Wisconsin!

First to provide television for Milwaukee and Wisconsin, The Milwaukee Journal has constantly improved its facilities and kept pace with new developments in the field. Here is the latest step in providing improved television service. It is the milestone of "Channel 4 Day," observed Saturday, July 11—

NOW *Turn Your Eye to Channel . . .*

Enjoy better reception on this new spot on your television dial! The shift of WTMJ-TV to channel 4 is one of 31 changes in existing television station channels approved by the Federal Communications Commission to better nation-wide service by reducing interference.

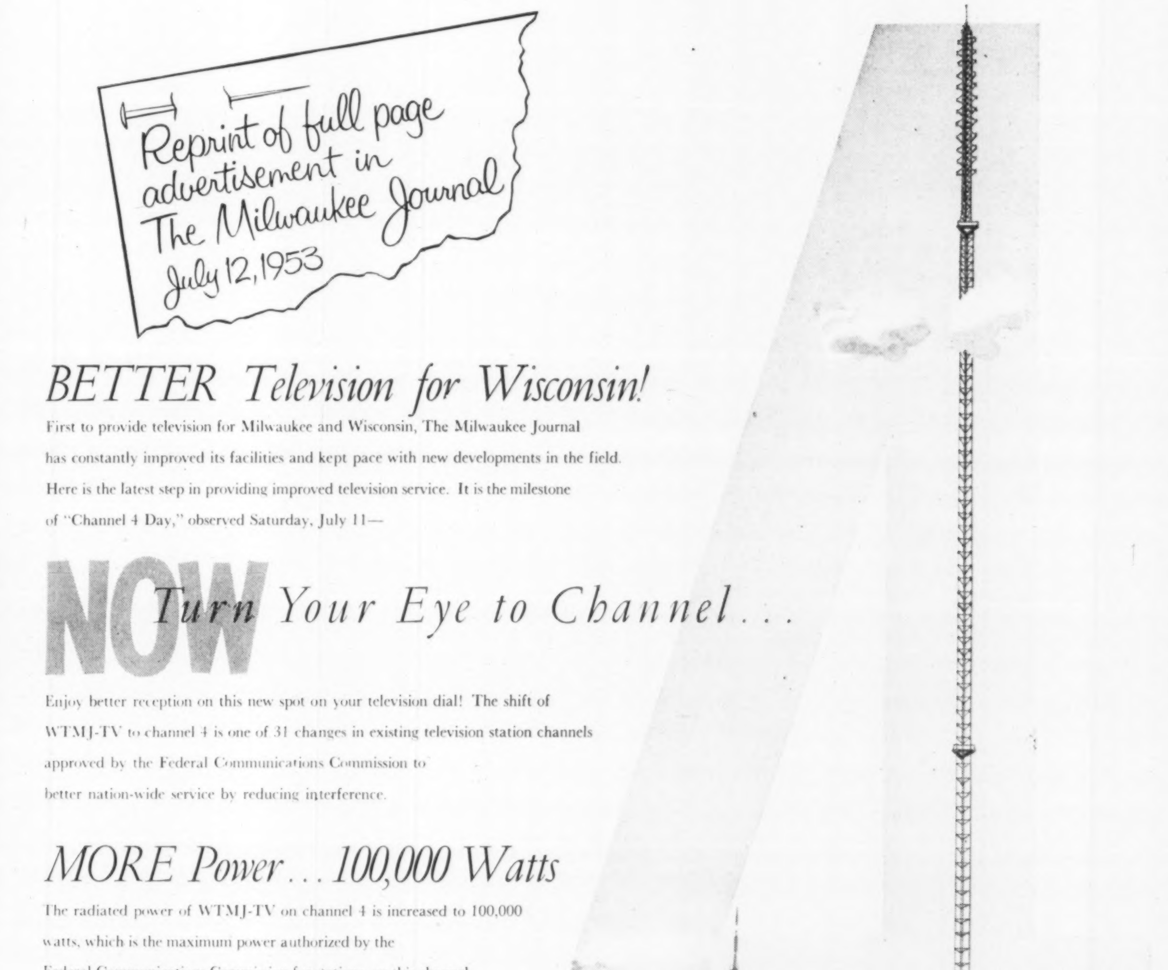
MORE Power . . . 100,000 Watts

The radiated power of WTMJ-TV on channel 4 is increased to 100,000 watts, which is the maximum power authorized by the Federal Communications Commission for stations on this channel.

NEW Tower . . . 1,035 Feet

The combination of more power and greater tower height will nearly double WTMJ-TV's basic service area from a radius of 45 to 50 miles to approximately 90 miles. Improved reception is also expected in areas "shaded" by ground hollows, buildings or other obstructions.

WTMJ-TV *Now on Channel 4 Milwaukee*



National Representatives: HARRINGTON, RIGHTER AND PARSONS, INC.

cludes the cities of Norfolk, Hampton, Newport News, Portsmouth, Elizabeth City, Princess Anne and Warwick—is close to 600,000. There are about 200,000 families in the area.

Set saturation, WVEC-TV says, ranges from 60% to more than 90% in certain sections of the Tidewater area, with average saturation about 70% to 80%. According to TELESTATUS [B•T, July 20], there are 175,010 TV sets in the area—more than in the Richmond, Va., area although Richmond has a slightly greater population than Norfolk.

3% Down, 97% To Go

One month ago, there were about 173,700 sets and virtually all were equipped to receive only vhf. In the past four weeks about 3% have been converted to uhf, WVEC-TV claims.

Here is what has been done, and what will be done, to get the other 97% converted:

• All the TV distributors and dealers in the Norfolk area were invited to the July 17 meeting. They were told that WVEC-TV already is signed to carry the NCAA football games to be telecast each Saturday during the fall over NBC-TV, as well as 39 other NBC-TV shows.

Speakers at the meeting included Thomas P. Chisman, president of WVEC-TV, who told about WVEC-TV's plans; Fred N. Dodge, NBC director of merchandising; James Nelson, NBC's manager of advertising; Norman H. Pader, NBC's director of exploitation, and Joseph Elliott, vice president in charge of consumer products, RCA Div., who outlined previous experiences in conversion to uhf in other areas.

Mr. Nelson detailed an advertising campaign in which a series of ads, both full page and smaller, will be run in six newspapers. The group heard plans for the ten spots daily on four radio stations, featuring transcriptions by NBC stars. Dealers saw the posters and window cards being displayed in supermarket and drug store chains in the area, as well as in the set dealers' windows.

NBC stars at the meeting included Robin Chandler and Estelle Parsons, who appear on *Today,* and NBC comedienne Helen Halpin.

• Two attractive, colorful kits were prepared by WVEC-TV.

One kit, designed for distributors, dealers and servicemen, contains suggested letters for prospects and suggested copy for mail stuffers to be sent out with the monthly statements. In addition, a sample post card for prospects to fill in and mail to the dealers is enclosed.

The kit also contains radio and TV announcements which the dealers can use.

Mats for use in newspaper ads are in the kit; they feature pictures of NBC-TV stars and contain a caption which includes this or a similar admonition: "Convert to uhf now and enjoy every program this fall over WVEC-TV."

A covering letter, sent with the kit, explains that the initial sales point to make is that by converting to uhf Ch. 15, the set owner can continue to receive his favorite stars and programs of the past several years.

Point-of-sale display pieces in four sizes were delivered to the dealers in a separate package.

The other kit, sent to retailers and servicemen, contains information on the conversion and installation of uhf—selectors, antennas, and lead-ins.

Included in the kit is a book containing information gathered from engineers and technicians who have had years of practical experience in the design, construction and operation of uhf television equipment. The book opens with a discussion on "What Is Uhf?", which is followed by "Why We Have Uhf Television."

Uhf reception and chapters on uhf receiving antenna considerations follow. There are 15 pages of pictures, which include photographs of uhf antennas, antenna crossover networks, diagrams and schematics of typical installatons and illustrations on how to mount antennas on chimneys, walls and other places.

A map of the predicted coverage of WVEC-TV is included in the kit and also is inserted in the book, for handy reference.

As an additional aid to dealers, WVEC-TV has included street maps of Norfolk-Portsmouth, and Hampton-Newport News and Warwick, which undoubtedly are no small aid to a dealer trying to find a prospect's home.

• Letters to all agency timebuyers, and all interested agency account men and client executives have been sent out by NBC-TV.

After describing how the "full resources" of NBC's press, advertising and promotion, and merchandising departments "will be concentrated on [the promotion-exploitation] efforts," the letter explains a special incentive rate plan for advertisers who sign for the outlet by Aug. 1.

Special Rate

"The announced $300 hourly network rate for WVEC-TV is withdrawn and for eight weeks beginning Sept. 19, NBC advertisers using the station will not be charged for it," the letter says. "For the next eight weeks, the station will be sold on the basis of a $200 hourly network rate. At the end of 16 weeks," the letter continues, "a network rate based on the actual station circulations, in accordance with NBC's regular rate making policy, will be established on 30-days' notice.

"We believe that this offer should completely remove any doubt or risk on the part of NBC's advertisers in ordering WVEC-TV prior to the time it goes on the air. . . .

"We believe that by Sept. 19," NBC's letter states, "there will be approximately 50,000 sets in the Norfolk area equipped to receive WVEC-TV, and that the conversions to uhf will increase rapidly thereafter under the impetus of NBC programming which will be available to the Norfolk community only on WVEC-TV. Apart from conversion of existing sets to uhf, experience has indicated that the introduction of a competitive service into a one-station market is a powerful stimulant to immediate expansion of total set circulation, which will also serve to increase the audience available to WVEC-TV.

"It should be pointed out that the coverage area of WVEC-TV will include an estimated 200,000 families, as against 225,700 in the WTAR-TV coverage area, and that of the estimated total of 174,000 television sets in the area as of June 1, 143,600 are within the coverage area of WVEC-TV. The WVEC-TV audience potential is thus almost as great as that of WTAR-TV. With WTVR (TV) Richmond, it offers almost entirely unduplicated coverage of the Norfolk-Richmond area, whereas the previously combined coverage of WTAR-TV and WTVR included a considerable overlap.

"In view of all these circumstances, and in the light of the $725 network rate on WTAR-TV, as compared with the special rate offer on WVEC-TV," NBC concluded, "the latter station will clearly be a most advantageous buy for NBC advertisers."

NBC said the special rate plan was offered to expedite orders on WVEC-TV and thus provide advance assurance of substantial network programming from the outset—which in turn will build the station's circulation.

• NBC plans to utilize these exploitation and publicity gimmicks in the Norfolk area

WBEN
BUFFALO

THE NO. 1 STATION
IN RICH NEW YORK STATE'S SECOND LARGEST MARKET

NBC RADIO BASIC IN BUFFALO
Get the full story from HENRY I. CHRISTAL—New York-Chicago-San Francisco

BUFFALO EVENING NEWS STATION

during the next two or three months:

Touring trucks, personal appearances by NBC stars, close liaison with the press in six major cities in the area, street banners and a "huge celebration" in connection with a selection of "Miss WVEC-TV." NBC will mail postcards signed by NBC stars in New York and Hollywood, to set owners in the Norfolk area, advising viewers to convert to uhf.

NBC Opens Office

NBC also has opened an office in Norfolk, with a staff of five, to assist the station in its promotion and to help dealers convert the vhf sets to uhf.

• Not all the uhf promotion is being conducted by WVEC-TV and NBC. With two other uhf stations—WACH (TV) on uhf Ch. 33 and WLOW-TV on uhf Ch. 27—planning to go on the air within the next few months, dealers and manufacturers are busy advertising the benefits of uhf conversion.

Just two days after the NBC-WVEC meeting in the Chamberlain Hotel, the General Electric Supply Co. held a special meeting at the Warwick Hotel. GE technicians demonstrated the proper methods of converting GE sets to uhf, which, GE told the group, "will mean money in your pocket this fall."

Many of the larger dealers are using radio and newspaper advertising, advising viewers to get their converters early to avoid the rush for units when the stations begin telecasting. Some of the smaller shops, too, are advertising on behalf of uhf. Many of these dealers, it is reported, have not advertised much in the past, and this is the first time since WTAR-TV went on the air in 1950 that some have advertised.

WVEC-TV Statistics

When WVEC-TV begins operations Sept. 19, it will be able to carry as many NBC-TV network programs as are sold on the station. The telephone company said it is making elaborate arrangements to provide a second complete coaxial cable and micro-wave link to Norfolk so both WVEC-TV and WTAR-TV will have full-time network service. If AT&T should fail to make the Sept. 19 deadline, it reports both stations will share time equally on the link from Richmond for the short period until the second link can be installed.

WVEC-TV plans to put its test pattern on the air Aug. 1. It probably will make this target date since its General Electric transmitter was shipped last Tuesday. Although part of its TV tower fell during erection [B•T, July 13], it caused only two days' delay.

Effective radiated power of the station will be 200 kw visual with the 12 kw GE transmitter and five-bay helical antenna. The antenna height above average terrain is 510 feet; it's 500 feet above ground. The station will use two General Precision Labs remote controlled cameras in its 20 x 30-ft. TV studio. Other equipment includes two GPL film projectors, one GE film camera, one Gray Teloject slide projector and one GE opaque projector. It will use AP and INS Wirephoto news and World and Standard transcription libraries.

According to present plans, the station will broadcast from 7 a.m. to midnight daily.

Staff Chiefs

President and general manager of WVEC-TV is Thomas P. Chisman. Vice president and director of sales is Harrol A. Brauer Jr., and operations manager and program director is L. W. (Duff) Kliewer. William C. King Jr. is chief engineer.

National representative is William G. Rambeau Inc.

WVEC-TV may not be the nation's first uhf station to promote itself and uhf as heavily as it has, but there can be no doubt that it is doing the job right.

OUT MID-AUGUST
THE 1953-54

TELECASTING Yearbook
AND MARKETBOOK

Timed for the 1953-54 season, this *new* TELECASTING Yearbook combines the indispensable analyses of the Marketbook, heretofore published in mid-August, with the all-inclusive reference directories and guides of the Yearbook. Yes, here are two fully-indexed and annotated productions in a single volume.

A brand-new approach to buying guides, it is the result of pre-publication field testing of agencies, advertisers and film executives—tailored to *your* needs.

Single copies are $5.00—
—or this 1953-54 TELECASTING Yearbook-Marketbook, may be ordered with a subscription to BROADCASTING TELECASTING at a special rate. And, in case you are not a subscriber, complete and mail this handy form today:

BROADCASTING TELECASTING, National Press Building, Washington 4, D. C.

Please start my subscription immediately to include:

( ) Weekly issues of BROADCASTING TELECASTING	$7.00
( ) Issues plus 1954 BROADCASTING Yearbook	9.00
( ) Issues plus 1953-54 TELECASTING Yearbook	9.00
( ) Issues and both Yearbooks	11.00

( ) Payment attached ( ) Bill me

Name ______________________
Address ______________________
Firm ______________________
City ______________ Zone ______________ State ______________

NOTE TO SUBSCRIBERS: Write to BROADCASTING TELECASTING subscription manager, National Press Building, Washington 4, D. C., if you are not certain whether your current subscription includes the 1953-54 TELECASTING Yearbook-Marketbook. Be sure to include full address as it appears on current mailing label.

DuMONT PROMOTION KIT

DuMONT Television Network is sending to stations carrying a specific program a comprehensive promotion kit, divided into three sections—promotion, publicity and "showmanship." In the promotion section are suggested spot announcements, slides, mats and proofs for audience advertising and suggested copy for the station's own use in making mats. Contained in the kit's publicity section are photographs of all participants on the program, biographies, a format story and feature stories. In the "showmanship" section are suggestions for exploitation, display and merchandizing, plus a suggested letter to local retailers and wholesalers which explains how to promote the program to their advantage.

ART AND LITERATURE HERITAGE

GREAT literature will be dramatized by means of great art works of the period described on WAAM (TV) Baltimore, 3:30-4 p.m., starting today (Monday). Titled *Heritage*, the new program will give viewers a close look at paintings, sculpture and other art works from the Walters Art Gallery, combining notable books, lively narration, valuable art objects and authoritative explanation, the station reports. Guest speakers will appear, as well as specialists from the Walters Gallery and the Enoch Pratt Free Library. The initial telecast will feature Mika Waltari's best seller, "The Egyptian," reconstructing life during the reign of Akhnaton from 1370 to 1340 B.C. Other works to be dramatized include "Canterbury Tales" and "Last Days of Pompeii."

'POLICE STORY'

A DOCUMENTARY series showing the Pittsburgh Police Force in action is being presented as a public service by WDTV (TV) Pittsburgh. The series depicts such activities as homicide detectives working on a murder case, the job of tracing stolen cars and the handling of the city's traffic. Superintendent of Police James Slusser appears on each program to explain the varied duties of the men under his command. The series is produced by Byron Dowty, production manager of the station, who narrates filmed portions of the program.

FISHING CONTEST

ALBACORE fishing contest is being publicized over KNBH (TV) Hollywood weekly half hour *Outdoors with Waggy* by sponsor Sturdy Dog Food, Burbank, Calif. Over $10,000 in prizes, including a Hillman Minx Convertible, is offered for the largest albacore caught off the southern California coast this summer. Jimmy Fritz & Associates, Hollywood, is the agency.

GODFREY GET WELL

SOME 5,000 listeners in the KIRO Seattle area were concerned enough about Arthur Godfrey's health to respond to the Godfrey Get Well Greeting project run by the CBS affiliate, reports KIRO. Entries ranged from postcards to elaborate artistic endeavors. Presented in cooperation with the local branch of the Marshall-Wells Co., the contest was plugged for two weeks on four KIRO programs. Television sets were awarded the two winners for the "most appropriate original Godfrey get well greeting."

Radio Helps Win

RADIO was credited with playing an important role in the winning of a trip to Paris for a Detroit sales manager and his wife. E. S. Hinmon, sales manager for the Daybert Distributing Co., which represents the Lewyt Co. in the Dayton area, recently won a "Send The Boss to Paris" contest conducted by Lewyt. Backed up mainly by advertising on WXYZ Detroit, Daybert topped all national sales with a total of 3,434 vacuum cleaners sold in a two-month period. Commented Mr. Hinmon: "We can only lay claim to this one fact: That through the medium of radio we were able to reach literally thousands of people, day in, day out . . . we know that the medium of radio is very much alive; during that time we ran only one newspaper advertisement."

UNUSUAL REQUESTS

WHEN George Crouchet, m.c. of the *1250 Club* on KPAC Port Arthur, Tex., casually mentioned that it might be interesting to see who could send in the most unusual request, he didn't realize that he had just begun a rather unusual contest. As such things as cyprus knees and casket plates were sent to the station, a belated prize offer was announced. The winners were a request for "Love Letters in the Sand," which consisted of letters in a sand box, and "Bell of the Ball," consisting of just that—a bell and a ball. Other entries included a crayfish, letters written on the vertebra of a whale, light bulbs, eggs and onions.

COMMENTATORS SWITCH

FIRST CANADIAN-U.S. exchange of TV personalities took place on July 19 and 20, when Mrs. Dorothy Fuldheim, award-winning news analyst of WEWS-TV Cleveland, appeared on CBLT (TV) Toronto, and J. B. McGeachy, CBLT news commentator, made a guest appearance on WEWS-TV. Mrs. Fuldheim appeared on CBLT's programs *This Week* and the daily *Tabloid*. Mr. McGeachy, editorial writer of the Toronto *Globe & Mail*, morning daily, and a regular commentator on CBLT's *This Week*, was guest on WEWS-TV news programs.

QUEENS' CONVENTION

PLANS for a Sept. 7 national convention in Los Angeles are being made by the Queens Club, an organization of former winners on the Mutual-Don Lee AM-TV Hollywood *Queen for a Day* program, with show producer Jim Morgan and m.c. Jack Bailey supplying entertainment. The group, with 75 members living mostly in the Los Angeles region, holds regular meetings and undertakes civic projects such as hospital visits.

Bulletin To: **Monochrome Television Engineers Who Wish To Advance in the Field of**

COLOR TV

RCA now has several excellent positions open in the fastest growing branch of the television field—color television equipment design and development:

COLOR CAMERA • TRICOLOR MONITORS
COLOR MULTIPLEXING EQUIPMENT

We are looking for senior engineers with design and development experience in either the monochrome or color TV field. This is an opportunity to build your future on the sound foundation of RCA's experience in television . . . advance into a stimulating field that is new and challenging.

At RCA you will enjoy unsurpassed laboratory facilities, professional recognition and pleasant suburban or country living in the greater Philadelphia area.

Interviews arranged in your city.

For additional information regarding career opportunities and benefits for you and your family . . . write today to:

MR. ROBERT E. McQUISTON, *Manager*
Specialized Employment Division, Dept. B-000, Radio Corporation of America, 30 Rockefeller Plaza, New York 20, N. Y.

RCA ***RADIO CORPORATION of AMERICA***

Advertisers

Walter Craig, formerly vice president and director of Benton & Bowles Inc., appointed vice president and director of advertising for Pharmaceuticals Inc., N. Y.

Elbert Haling appointed director of public relations, Great National Life Insurance Co., Dallas, Tex.

Mr. Haling

George Duram, former vice president of Geyer Adv. and previously media director of Lever Bros., and **Hillman H. Giger Jr.,** former account executive with Doherty, Clifford, Steers & Shenfield, to advertising staff of *Family Weekly*, new Sunday supplement.

Jerry Luboviski, public relations representative, Western Oil & Gas Assn., to Union Oil Co. of Calif. as assistant vice president, in charge of public relations and advertising.

Jack S. Barlass, former executive vice president of The Princeton Film Center, Princeton, N. J., named director of newly-created book and general promotion div. of Meredith Publishing Co., publisher of *Successful Farming* and *Better Homes & Gardens* magazines and owner of WHEN (TV) Syracuse, WOW-AM-TV Omaha, KPHO-AM-TV Phoenix.

Hugh McKellar, sales promotion manager, Squirt Co., Beverly Hills beverage manufacturer, adds duties as advertising manager.

Tad Jeffery, product advertising manager in charge of all cheese products, Kraft Foods Co., promoted to assistant advertising and sales promotion manager, while continuing his responsibilities in natural cheese advertising. **Robert A. Davis,** U. S. Navy, returns to former position as product advertising manager in charge of salad dressings, Parkay Margarine and mustards. **W. W. Hoerter** named product advertising manager for process cheese, cheese foods and cheese spreads.

Mr. Davis

Mr. Jeffery

Tom Ward, radio-TV representative for U. S. Steel Co., elected director of Chicago Junior Assn. of Commerce.

Agencies

James J. McGuinn has opened publicity consulting office at 55 W. 42nd St., N. Y. Telephone is WI 7-7062.

Louis W. Monro elected president of Doremus & Co., advertising and public relations firm, succeeding **William H. Long Jr.,** chairman and president. Latter continues as chairman. **George A. Erickson** named executive vice president.

Cyrus Nathan, Foote, Cone & Belding, N. Y., to Biow Co., N. Y., as vice president.

Mr. Nathan

W. Thacher Longstreth, *Life* magazine, to Geare - Marston Inc., Phila. and N.Y. adv. and public relations agency, as vice president, executive on Caloric Stove Corp. account and member of agency's management committee.

Guy Gislason, J. J. Gibbons Ltd., and **John A. Reynolds,** McKim Adv. Ltd., form **Gislason-Reynolds Adv. Agency,** 651 Church St., Toronto.

Duane Miller appointed director of radio-TV dept. of Comstock & Co., Buffalo.

Robert S. Johnson, TV consultant with RKO-Pathe Inc., to Dancer-Fitzgerald-Sample, N. Y., as commercial film producer.

Dorothy Constantine, Kenyon & Eckhardt, N. Y., to Dancer-Fitzgerald-Sample, N. Y., as copy supervisor.

Robert Jarvis, director of creative activities, Vick Knight Advertising, Hollywood, to Crossley & Jeffries Inc., L. A., as copy chief and account executive.

David Dickson, Martin Adv., appointed director of direct mail dept., Kal, Ehrlich & Merrick, Washington.

George Akimoto, art director for August Door Agency, Miami, appointed senior art director of The Edwards Agency Inc., L. A.

Platt Byron, script and production supervisor in motion picture-TV dept. of N. W. Ayer & Son, N. Y., to Brooks Adv. Agency, L. A., as radio-TV director.

Frank Brandt, BBDO, N. Y., to Hewitt, Ogilvy, Benson & Mather, N. Y., as art director in charge of TV art and commercial production under direction of **Howard Connell,** vice president in charge of radio and TV.

David Ketner, formerly advertising manager of Levers' Pepsodent Div., to Ted Bates & Co. as account executive on Palmolive Soap.

Burr E. Lee, previously producer and program-production manager, ABC Central Div., to Schoenfeld, Huber & Green, Chicago, as account executive.

William A. Weaver, assistant to president, Griswold-Eshleman Co., Cleveland, appointed assistant treasurer and director of media.

William H. White Jr., previously with Price, Robinson & Frank, Chicago, to merchandising staff of Earle Ludgin Co., same city.

Allan M. Wilson and **George P. Ludlam,** vice presidents of The Advertising Council, ap-

IN THE 75th MARKET
— TEXAS' 5th

EL PASO

The Fabulous Southwest is B-I-G . . . in Opportunity as well as Area! And El Paso is the hub and center of this, the largest trade territory of the nation.

Nowhere else can you buy so big a "hunk" of these United States at such low cost as you can with KEPO . . . El Paso's most powerful station with 10,000 watts of power reaching the bulk of West Texas, New Mexico and Old Mexico. Here Retail Sales annually are well over one-half billion dollars.

You *must* include KEPO in your radio schedule because El Paso is one of the most important centers of distribution in the entire nation. *Figures from Sales Management, May 10, 1953.*

Ask Avery-Knodel for complete details.

THE MOST POWERFUL STATION IS

KEPO

ABC at 690 10 kw

. . . Still Going

A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY
EDWARD PETRY, INC.
AFFILIATED WITH NBC

pointed directors-at-large ex-officio of organization.

G. Mackie Cornwall, account executive and copy chief, Cole & Weber, Portland, Ore., to Young & Rubicam, L. A., as copywriter.

George Allison, media director, Young & Rubicam Inc., L. A., father of girl, July 14.

Stations

Rudy Frank, promotion manager, WELI New Haven, Conn., and **Edwin H. Schweitzer,** salesmanager, elected vice presidents of Connecticut Radio Foundation Inc., which operates station and holds CP for uhf ch. 59 in New Haven.

C. T. Garten, station manager of WSAZ Huntington, W. Va., adds duties of assistant general manager of WSAZ Inc. and will assume supervisory capacity in WSAZ-TV operations.

Mr. Garten

Dick Granville appointed manager of WATL-AM-FM Atlanta, in addition to duties as commercial manager.

Charles E. Denny Jr., former account executive, NBC radio New York, to KECA-TV Los Angeles as assistant general sales manager.

John H. Ranger, sales dept., KWG Stockton, Calif., named manager. He succeeds **David T. Harris,** recently transferred to Fresno as operation manager of KMJ-AM-FM, owned and operated by McClatchy Broadcasting Co.

Howard J. Luebke, sales manager and assistant manager, WTRW Two Rivers, Wis., named acting manager of station, replacing **Norman C. Haagenson,** who resigned to start own station at Sheboygan, Wis. **Stanley Greene** and **Vern Froelich** appointed to sales dept. of station.

Andre Leconte, manager of CJBR Rimouski, appointed manager of CJBR-TV Rimouski, in addition. TV operation is not expected to be ready until early spring.

Leonard R. Schoenfeld, sales manager for WTHT Hartford adds duties as assistant manager of station.

Charles Bell Jr., account executive with WNHC-AM-TV New Haven, named sales manager of WHAY New Britain.

John Gibbs, public service director at KQV Pittsburgh, promoted to program director, effective Aug. 1.

Ernest Howard, announcing staff, KARK Little Rock, appointed program director. **Tom Longfellow,** KXLR Little Rock, named announcer-newsman and **Carol Vinson,** KTBS Shreveport, La., appointed head of promotion-merchandising dept.

Now Comes 'SME'

DR. RONALD R. LOWDERMILK of the Radio and Television Section of the U. S. Office of Education has another title. It's first national chairman of the Society of Music Enthusiasts, a non-profit group which just completed one and one-half years of organization. SME describes itself as the first music organization established on a national scale for the lay music and high fidelity enthusiast. SME headquarters in Great Barrington, Mass., with Lawrence J. Epstein as managing director.

Will Shawver promoted to program director, WARN Fort Pierce, Fla., replacing **Lee Lively. Cliff Haycock,** KZO Kalamazoo, Mich., to WARN staff as disc jockey and announcer.

Tom Lummis resumes his position as program director for WPFB Middletown, Ohio. **Johnny Nolan** appointed to announcing staff and **Bill Hart,** WPFB announcer, adds duties of music director.

Edward J. Slack, formerly with WOOK and WINX Washington, D. C., appointed program director of KUSD Vermillion, U. of South Dakota outlet.

Verne Reynolds, director at WOW-TV Omaha, appointed production manager.

Harrison W. H. Eagles. CBS-TV newscaster, to WKJF-TV Pittsburgh as special events director.

Harold G. Carrow, recently released from Armed Forces, appointed publicity director of WXYZ-AM-TV Detroit.

Norman J. Werthmann, assistant news director at WTVJ (TV) Miami, named executive producer of industrial films for station.

William F. McCrystall, general manager, KMGM-FM Culver City, former M-G-M station which has discontinued operations, to KNBH (TV) Hollywood, as account executive.

Bill Morgan, director of advertising and sales promotion for WXYZ-AM-TV Detroit, named sales representative for WXYZ-TV.

Bill Reddish and **Al Racco,** KLAC Hollywood sales dept., promoted to AM-TV assistant director of promotion and radio account executive, respectively.

Alexander Cohen, commercial dept. of WTHT Hartford, named local sales manager.

Herbert Steinberg promoted to program operations supervisor, WAAM (TV) Baltimore. **Allen C. Holmes,** cameraman at station, named control coordinator.

John Rhys Evans Jr., account executive at KOL Seattle, to KIRO Seattle in same capacity.

John J. Mulvihill, manager of N. Y. office of Arena Stars Corp., to WOR-TV as account executive to work on station's "Double Exposure" project.

Gene Swanzy appointed chief engineer at WCNT Centralia, Ill., replacing **Dwight North,** who resigned to join staff of WTVI (TV) Belleville, Ill.

STARS GALORE

These are just a few of the stars featured in Your All-Star Theatre

Broderick Crawford
Paul Muni
Joanne Dru
Jane Greer
Maureen O'Sullivan
Edmond O'Brien
Sally Forrest
Ann Harding
Paul Henreid
Will Rogers, Jr.
Edward Arnold
Mark Stevens
Ellen Drew
Joan Caulfield
Lloyd Nolan
Charles Bickford
Wanda Hendrix
Louis Hayward
Laraine Day
Mercedes McCambridge
Terry Moore
Eddie Bracken
Ronald Reagan
Yvonne De Carlo
Viveca Lindfors
MacDonald Carey
George Brent
Jane Wyatt
and many, many others

39 Half Hours Available in all markets!
For Local and Regional Sponsorship Now!
Your All-Star Theatre

Originally telecast over 59 stations of the NBC network as THE FORD THEATRE

SCREEN GEMS, INCORPORATED
TELEVISION
SUBSIDIARY OF COLUMBIA PICTURES CORPORATION
233 West 49th St., New York City · Circle 5-5044

OTHER SCREEN GEMS TV PROGRAMS ON FILM AVAILABLE FOR SPONSORSHIP NOW

THE BIG PLAYBACK	PROF. YES 'N' NO	SCREEN GEMS TV DISC JOCKEY FILMS	MUSIC TO REMEMBER
26 quarter hour sports shows starring BILL STERN	26 quarter hour quiz shows starring BILL CULLEN	60 silent films to dramatize music on records	13 programs of great music played by Rome Symphony Orchestra

Wayne A. Boyd, formerly Clay County (S. D.) auditor, to business dept. of WNAX Yankton, S. D., as auditor.

Ralph L. Hucaby, TV studio and transmitter layout designer, RCA, Camden, N. J., appointed TV engineer at WLAC Nashville.

Charlene Hibbard, traffic supervisor, KLAC-TV Hollywood, named assistant TV operations manager. **Petie Hill,** assistant traffic supervisor, moves up to traffic supervisor.

John H. Elmore named supervisor of transmitter at WBZ Boston.

Ray Scott named sports director of WDTV (TV) Pittsburgh.

James Wilkerson, engineer for WTMJ Milwaukee, resigns to accept job as president of Local 715, IBEW.

Sam Styles, head of Sam Styles Assocs. promotion firm, to sales staff of WOAI-TV San Antonio.

Jim Booth appointed assistant chief engineer at WHBF-AM-FM-TV Rock Island, Ill. **Ray McLellan** and **John Johnson** appointed to WHBF news staff.

Capt. Robert E. V. Johnson, U. S. Marine Corps, returns to his former position on sales staff of KEYL (TV) San Antonio, Tex.

Warren A. Shuman, XEO-XEOR Brownsville, Tex., appointed to sales dept. of WCOP Boston.

Tina Speciale, NBC Hollywood press dept., to traffic dept. KFWB that city.

Bruce Wendell, recently separated from U.S. A.F., to KFI Los Angeles as announcer.

Robert Devine to engineering staff of WDLA Walton, N. Y.

Noni Young to WSYR-AM-TV Syracuse as assistant in promotion dept. **Lita Rosen** to station as record librarian, succeeding **Christine Peterson,** who has resigned.

Edythe J. Meserand, formerly assistant director of news and special events at WOR New York, has opened The Little Shop for personalized gift service at 1034 Lexington Ave., N. Y.

Bob Wills and his Texas Playboys to KGNC Amarillo, Tex.

Del Ward, disc jockey at WGN Chicago, to KWK St. Louis in same capacity.

Barbara Jean Witte to promotion staff of WOW-AM-TV Omaha, Neb.

Reed Bullen, secretary-treasurer and general manager of KVNU Logan, Utah, elected vice chairman of Board of Trustees of Utah State Agricultural College, Logan.

Fred L. Bernstein, general manager of WTTM Trenton, N. J., awarded American Heritage Foundation Award by Governor Alfred E. Driscoll for station's "outstanding performance" in 1952 National Register and Vote Campaign.

Dr. E. W. Ziebarth, news analyst for WCCO Minneapolis, named dean of summer session of U. of Minnesota.

Irene Ginther and **Jane Stockwell,** WJIM-TV Lansing, Mich., won $1,000-second prize in Colgate-Palmolive-Peet's national TV promotional contest.

Glenn M. Gravitt, owner and general manager of WZOB Fort Payne, Ala., elected post commander for Fort Payne Post 89, American Legion.

Kirk Brown, 54, television and stage actor, died July 13 at Levittown, L. I.

Harry Cunningham, WSYR-TV Syracuse, N. Y., father of girl, Marcia.

Bob Dickey, disc jockey, WJAS Pittsburgh, father of girl, Karen, July 20.

Joan Kolberg, assistant promotion manager of WNAX Yankton, S. D., married Colin D. Monfore, July 2.

Ruth Newman, commercial dept., KLAC-TV Hollywood, will marry Pfc. Terry Kowitz, Aug. 23.

Networks

Fred Kaye, *Lux Radio Theatre* director, to weekly *Romance* program as CBS radio staff director-producer.

Carroll Carroll, vice president, Ward Wheelock Co., Hollywood, signed by CBS-TV Hollywood as producer-writer. First assignment is new **Bob Crosby** daytime program.

Marilyn Renfro, script dept., Don Lee Bcstg. System, Hollywood, promoted to press relations, replacing **Mary Lou Willis.**

Gabriel Heatter, Mutual newscaster, honored by **Mayor Vincent Impellitteri** for his "civic pride and consciousness."

Dennis Day, star of NBC-TV *Dennis Day Show*, who served with Navy in World War II, appointed head of radio, TV and motion picture committee to stimulate recruiting for Navy.

Con O'Dea, news and special events director, ABC Central Div., father of boy, Christopher.

Manufacturing

W. H. Jeffery, general manager, Philco Corp. of Canada Ltd., Toronto, promoted to vice president and general manager.

Mr. Meehan

Edward J. Meehan Jr., representative of RCA Victor Div., RCA, Camden, N. J., in company's Government Marketing Div., Washington, rejoins Broadcast Marketing Div. as home office sales coordinator of AM and FM radio transmitters and broadcast audio equipment.

Rear Adm. Thomas F. Halloran, U.S.N., Ret., appointed general manager of transistor development laboratory of Baird Assoc. Inc., Cambridge, Mass., manufacturers of electronic equipment.

Robert L. Klabin, controller of General Instruments Corp., given indefinite leave of absence from home offices in Elizabeth, N. J., to man-

SKYROCKET YOUR SALES

ON

KOLN-TV

Here's How One Client Did It!

SPECIFICATIONS:

★ One 90-second live commercial.

★★ Advertised exclusively on KOLN-TV.

★★★ No display or point of sale used in store.

★★★★ Customers Required to ask for TV special.

RESULTS

COMPLETE SELLOUT well in advance of the 4th

For EXPLOSIVE RESULTS in Southeast Nebraska

It's

KOLN-TV CHANNEL 12

See WEED TV

DuMont Affiliate

LINCOLN, NEBRASKA

26,900 Watts Visual
13,400 Watts Aural

age company's new Sicles Div. plant at Danielson, Conn. **C. F. Sullivan,** assistant controller, will serve as acting controller of GIC during Mr. Klabin's absence. **Edwin A. Freed,** GIC sales manager, appointed manager of operations at headquarters plant.

Henry Lehne, vice president and sales manager of Republic Aviation Corp., to Sylvania Electric Products as director of new Electronics Defense Laboratory, Mountain View, Calif.

Edward P. Atcherley, regional sales manager for renewal sales in Midwest district, Sylvania Electric Products Inc., Chicago, appointed merchandising manager for renewal tube sales, with headquarters in N. Y.

Bert Miller named regional sales manager in Washington-Oregon for Stewart-Warner Electric Div. of Stewart-Warner Corp.

James L. Hayes elected president of National Advertising Co., Waukesha, Wis., wholly-owned subsidiary of Minnesota Mining & Mfg. Co. (tape recording equipment). He succeeds **Herbert P. Buetow,** recently elected president of MM&M.

Jerome J. Kahn has withdrawn from active management in newly-formed Chicago Standard Transformer Corp.

Jack Carter, national sales manager, Walter Schott Co., L. A., to John B. Tubergen Co. (electronic representative), that city, as associate. **Robert L. Bray,** salesman with Tubergen firm, also becomes associate.

William Rambo, electronic component sales, D. H. Loukota Co., L. A., to similar position with J. H. Hill Sales Co., that city.

Representatives

Florence Ward, formerly of H. N. Stovin & Co., Winnipeg, to sales staff of Vancouver office of same representation firm.

Margaret Brown, editor and research assistant at Standard Audit & Measurement Services, to radio sales promotion staff of Edward Petry & Co., N. Y., station representation firm.

Program Services

Raymond D. Builder, director of accounting and general office manager of Columbia Records Inc., named assistant treasurer. Succeeding Mr. Builder as director of accounting is **Donald R. Whitney,** chief accountant for Columbia Records. **William F. Grady** promoted to director of cost accounting and **Oscar Ehrenkaufer** to new post of director of office services. **Forrest Price,** division manager of Columbia Records Inc., promoted to regional manager of N. Y., Newark, Hartford and Canadian areas. **Bill Gallagher,** district manager, named divisional manager for Pittsburgh, Baltimore, Phila. and Detroit districts. **Kenneth Glancey,** formerly of Buhl Sons Co., Detroit, appointed Columbia Records district manager covering Detroit, Cleveland, Cincinnati, Indianapolis and Louisville areas.

Bruce Fowler Jr. and **Bernard Kowalski** form **Brucobi Productions,** Hollywood, to produce 15 minute live TV package *Appointment with Cobina Wright.* **Richard Sanvill** will write and direct.

top performance **guaranteed**

RADIO & TV
STOPWATCH

Minerva

Filmmeter
Model #106F

Special
Professional Price

$18.20 net

side-slide "noiseless" model with plain 1/5 second dial also available.

Minerva Stopwatches are relied upon by: CBS Network, NBC Network, Voice of America, MBS Affiliates, KCJB, KEX, KFJB, KRLT, WTOP, WHAK, WIBW, WKJG, and others.

Accuracy certified by our
Western Electric Electronic Timer
Write today for new catalog

5-star special features!

☆ EXCLUSIVE, COIL SPRING MECHANISM eliminates all friction, wear, breakdowns . . . and is unconditionally guaranteed for the life of your stopwatch.

☆ 90 FOOT PER MINUTE SCALE as well as 36-foot per minute scale, to register footage in 35 mm. and 16 mm. film.

☆ THE LONG HAND COMPLETES ONE REVOLUTION in 60 seconds. The small hand registers up to 30 minutes.

INDEPENDENT HAMMER SPRING GUARANTEED FOR LIFE to give perfect fly-back to zero on Time Out features.

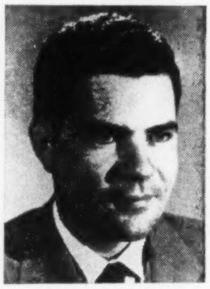
☆ NON-MAGNETIC—7 JEWELS

M. DUCOMMUN CO.

Specialists in Timing Instruments • 580 Fifth Avenue, New York 19 • PLaza 7-2540

UP Shifts Overseas; Tatarian Promoted

ROGER TATARIAN, United Press manager in Rome for the past two years and previously London bureau manager, has been named general European news manager in a UP expansion program designed to meet increasing European news requirements.


Mr. Tatarian

R. E. Jackson, formerly of London and New York UP staffs, has been named to succeed Mr. Tatarian in Rome. Jack V. Fox, London bureau manager, will exchange posts with Gene Patterson, night bureau manager in New York, while W. G. Landrey, Parliamentary correspondent, becomes London night bureau manager. Kenneth Miller is slated for the news editor slot of the Paris bureau, and Charles Ridley will go from the Paris staff to Rome. Robert Rigby will move from New York to Paris.

Robert Branson of the New York staff, Edward Cornish, Raleigh, and Arthur Higbee, Detroit, are due to transfer to London.

U. S. Network Radio Still Leads in Canada

CANADA

U. S. NETWORK evening radio shows were most popular during June on Canadian stations, according to a national survey of Elliott-Haynes Ltd., Toronto. The 10 leading shows were *Edgar Bergen Show* 21, *Our Miss Brooks* 19, *Radio Theatre* 17.4, *Great Gildersleeve* 14.6, *The Tylers* 12.9 (Canadian), *Share the Wealth* 12.8 (Canadian), *Suspense* 12, *John & Judy* 11.9 (Canadian), *Treasure Trail* 11.2 (Canadian), and *It Happened Here* 10.7.

Leading evening transcribed programs were *Fun Parade* 16.2 (Canadian), *Take a Chance* 16 (Canadian), *Red Skelton* 14.2, *Denny Vaughn Show* 13.5 (Canadian), and *Guy Lombardo* 11.9.

Leading daytime network programs in June were *Ma Perkins* 13.9, *Pepper Young's Family* 12.4, *Aunt Lucy* 12.2, *Right to Happiness* 11.9, and *Road of Life* 11.9.

On French-language network evening programs the five leaders in June were *Un Homme et Son Peche* 34.1, *Radio Carabin* 29, *Metropole* 24.2, *Tentez Votre Chance* 19.1 and *Jouez Double* 17.3. Daytime leading French-language shows were *Jeunesse Doree* 26, *Rue Principale* 24.6, *Francine Louvain* 23.6, *Vies de Femmes* 23.4, and *Je Vous ai Tant Aime* 21.5.

DuMont Names Chilean Outlet

CHILE

APPOINTMENT of Besa y Cia., Santiago, Chile, as sales representatives for the complete line of Allan B. DuMont Labs. telecasting equipment was to be announced yesterday (Sunday) by Ernest A. Marx, director of DuMont's international division. Telecasting standards are expected to be adopted shortly in Chile and telecasting may begin as early as January 1954, Mr. Marx said.

Try going SOUTH to Canada!

IT's a fact! You can go south to Canada from no less than 18 States of the Union. That's how close the States are to its best customer . . . a customer that buys 20% of U.S. exports and pays cash for them. Canada's a booming, spending, expanding country . . . larger than the States by one quarter . . . a country that it really *pays* to sell to.

But—and here's where you need to go carefully: Canada has a population of only 15,000,000. So people are kind of spread out. And the Number One problem for any manufacturer who wants to talk to those people is just how?

Well, all over Canada, in the cities and the towns and the villages even in the remote parts where the press rarely penetrates, they listen to the radio. Proof? 95% of all Canadian homes own at least one radio receiver. Last year, there were 631,866 sets sold; and since the war Canadians have spent $400,000,000 in buying over 5,100,000 radio sets. And in the first five months of this year set sales were *higher* than for the same period last year by 40%.

That represents an awful lot of listening. To serve these listeners there are 155 radio stations and one FM station and only 3 TV stations. This in comparison with 2,500 radio stations, 620 FM stations, and about 180 TV stations in the States—16 times as many radio stations to reach less than 11 times the people.

Yet Canadian radio rate structures are lower than in the U.S., have increased less since the end of the war than any other medium. Result—radio is used by 800 national advertisers (including some 140 U.S. firms or their affiliates) and 10,000 local advertisers. Yes, radio in Canada is a proven medium. It reaches all of the people all of the time. So remember, when you're planning budgets—

"In Canada, you sell 'em when you tell 'em"

- *A message from the 117 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.*

CAB

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa
37 Bloor Street West, Toronto

803 NATIONAL ACCOUNTS USE RADIO ON CANADIAN STATIONS, CAB REPORTS

Breakdown of the survey shows that 183 of the accounts are affiliated with U. S. advertisers. Radio homes in Canada now number 3,582,000; station total now stands at 135.

SURVEY of Canadian radio advertising shows that 803 national advertisers are using Canadian broadcasting stations, and of these 183 are affiliated in one way or another with U. S. national radio advertisers. The survey, made by the Canadian Assn. of Broadcasters, also shows that there are now 3,582,000 radio homes in Canada, with average cost of advertising on the 135 independent radio stations at $9.75 for one minute spot announcements.

CANADA

The annual summer survey, made under direction of Pat Freeman, CAB sales and research director, shows that number of radio homes in Canada has been steadily increasing in the postwar years, from 2,214,300 at beginning of 1946 to the present 3,582,000. The number of stations in the same period has increased from 99 to the present 135. Total cost of one hour class A time on all 135 Canadian independent stations at 1953 rates is $9,951, up from $6,027 in 1946, or an average per station of $73.71 today. The total cost of one minute spot announcements class A time on all Canadian independent stations now is $1,315, compared to $696 in 1946.

Increase Not Proportionate

While number of radio homes have increased by 61%, and number of stations by 36%, hourly rates have increased by only 21% and one minute rates have increased by only 38% in the postwar years. Since last year one minute spots have increased by 6.25% and hourly rate by 1.85%.

Of the 803 national accounts now using radio, over 550 of these have used Canadian radio during the first six months of 1953. This spring there were 38 national accounts using Canadian network radio. Of these, four used French network stations only, 17 used both French and English networks, and 17 used only English network stations. The listing of the 803 national accounts who have used Canadian radio in the last 20 months is divided into 28 categories. It is interesting to note that a year ago there were only 535 such national accounts listed in the CAB survey, and earlier this year a CAB survey showed 700 national accounts.

Largest of the 28 categories listing names of national accounts is that of food products, followed by drug and toilet goods, gasoline and automotive, and clothing and dry goods accounts.

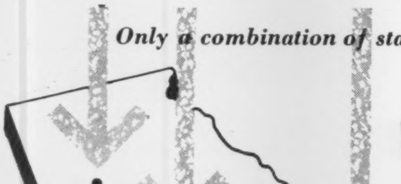
Of the 183 companies in the U. S. who use Canadian radio, most do so from Canadian subsidiaries with similar names. A number of U. S. national accounts whose products are sold in Canada do so through distributors or affiliated companies of different names in Canada.

Petrillo, Ratcliffe Confer In Paris on TV, Recordings

JAMES C. PETRILLO, president of the American Federation of Musicians, and Hardie Ratcliffe, executive secretary of the British Musicians Union are expected to hold a conference in Paris today (Monday) on a series of topics, including television and recordings as they affect American and British musicians, AFM reported last week.

FRANCE

The AFM announcement said that Mr. Petrillo plans to sail from Le Havre Friday aboard the liner United States. During his stay in Europe, Mr. Petrillo attended the sessions of the International Confederation of Free Trade Unions at Stockholm as a delegate from AFL, of which he is a vice president.



Only a combination of stations can cover Georgia's major markets.

WAGA
ATLANTA
5000 w
590 kc
CBS Radio

WMAZ
MACON
10,000 w
940 kc
CBS Radio

WTOC
SAVANNAH
5000 w
1290 kc
CBS Radio

The Georgia Trio

represented individually and as a group by

The KATZ AGENCY, INC.

NEW YORK CHICAGO DETROIT ATLANTA DALLAS KANSAS CITY LOS ANGELES SAN FRANCISCO

KNXT (TV) Premieres College Courses

FIRST to offer West Coast college credit courses via television is KNXT (TV) Hollywood, which yesterday (Sunday) premiered weekly half-hour evening *S. C. Summer Session*. Produced in conjunction wth the U. of Southern California, the first nine weeks comprise a liberal arts course, for which no credit will be given, made up of two divisions. First six telecasts feature panels of visiting USC professors, discussing curriculum changes and altered teaching methods. The last three programs will introduce Dr. Frank C. Baxter, USC professor of English, who will prepare viewers for the fall credit course.

MAKING preparations for the first West Coast college credit course to be given on TV are (l to r) Bill Whitley, director of news and special events, KNXT (TV) Hollywood; George Moscovics, station director of television development, and Dr. Fred D. Fagg Jr., president of USC. First series started yesterday (Sunday) on KNXT as *S. C. Summer Session*.

* * *

Designated one of the eight "great teachers" in U. S. colleges by *Life* magazine, Dr. Baxter will offer a study of Shakespeare's writings, geared "to the general video audience, as well as teachers and students." Viewers, wishing to obtain college credit, must register through USC and produce high school transcripts with required grades and subjects. Final exams will be given on the University campus, following presentation of official registration and fee cards.

The new public service program is the culmination of long-range planning by KNXT manager James T. Aubrey Jr. and special events director Bill Whitley.

Crime Shows 'Dangerous'

TV CRIME SHOWS are "far more dangerous to the youth of America than the atomic bomb," the Moody Bible Institute was told fortnight ago. Rev. Louis King, chaplain of Chicago's House of Correction, made the charge during the institute's conference at Winona Lake, Ind. He claimed programs which emphasize crime and sex cause a "fever of the mind, tuberculosis of the heart and cancer of the soul."

RADIO NEWSREEL
CBS

ON HAND as Kaiser Motors Corp. assumes sponsorship of Lowell Thomas' CBS Radio newscasts are (l to r) Chuck Leonard, Kaiser adv. mgr.; Roy Abernethy, vice pres.-gen. sls. mgr. of Kaiser; Mr. Thomas, and Edgar Kaiser, pres. of Kaiser.

SHELL dealers in Spartanburg, S. C., hear a preview of *The Shell News*, sponsored on WORD and WDXY (FM) Spartanburg twice daily. Seated before mike are announcer Dick Womick (l) and station's news director Dick Sanders. Standing (l to r) are J. L. Greene Jr., Shell district sls. mgr.; Walter J. Brown, pres. of stations, and Wyndham S. Clark, Spartanburg Chamber of Commerce.

DIZZY DEAN, who does the *Game of the Day* for Falstaff beer on MBS, drops in on Dewey Phillips (l), whose *Red, Hot and Blue* disc show on WHBQ Memphis includes a half-hour segment for Falstaff. Also present is Herb Sadler, local Falstaff distributor who sponsors the Phillips segment on the MBS station.

FOR third year K. B. McCarthy Dodge-Plymouth will sponsor Humboldt State College and local football games on KIEM-KRED (FM) Eureka, Calif. Completing transaction are (l to r): Seated, Paul Corbin, sportscasters and agency head; George E. Little, co-owner of McCarthy; Standing, Mickey Foster, McCarthy truck sales head; Humboldt coach Phil Sarboe, and Robert Stach, KIEM acct. salesman.

IN THE PUBLIC SERVICE

WCBA Helps Inoculation Drive

MASS gamma globulin inoculation of children in Cheming and Steuben counties, N. Y., drew the assistance of WCBA Corning. The station broadcast hourly reports, for three days, describing where clinics were held, how many children were being handled, and advice to parents. Gerry Wells, WCBA program director, reports 35,000 children under 10 years of age were inoculated in the drive.

KECA-TV Tunes 'Em In

TO SHOW viewers how to improve home TV reception, KECA-TV Hollywood last week presented four 5-minute programs by Norman Abbot, the "All-American Repairman," using station signal for demonstration purposes. Series titles were, "How to Tune Your Set Properly," "Antenna Problems," "Viewing Distances, Proper Lighting and Position of Set in Room," and "Common Causes of Distortion."

WSB Spurs Blood Drive

MAIN STUDIO of WSB Atlanta became a blood donation center when the station staged a special hour and a half show to spur lagging blood contributions. J. Leonard Reinsch, WSB managing director, and Elmo Ellis, program director, initiated the idea and threw a week's promotion efforts into the work. WSB staff members gave the example by donating blood themselves. Over 30 pints were collected while the show was on the air. Additionally, the Red Cross reports that week's total contributions reached 900, tripling the previous week's results.

San Diego Meets Blood Call

APPEALS by radio and television in San Diego were instrumental in attaining an emergency quota of 200 pints of Type C blood for Korea, according to the San Diego Chapter of the American Red Cross. Called at 4 p.m., July 11, for the emergency quota to be flown to Korea, the director of the local blood program contacted all radio stations and KFMB-TV, plus the Sunday morning newspaper. Result was that next day 248 donors responded, and 210 pints of blood were given to meet the call.

Describes and Donates

WHEN Roy Elsner, program director and special events reporter of KECK Odessa, Tex., did a pickup from the visiting mobile blood bank center from Fort Worth, he decided to go all the way. He maintained a rapid-fire description of blood-donating facilities as he simultaneously gave a pint of his own blood. Interviews with Odessa and Fort Worth Red Cross officials rounded out the 30-minute program.

1950—173 LOCAL ADVERTISERS . . .

1951—215 LOCAL ADVERTISERS . . .

1952—239 LOCAL ADVERTISERS . . .

BETTENDORF AND DAVENPORT IN IOWA

ROCK ISLAND MOLINE AND EAST MOLINE IN ILLINOIS

Local advertisers see the RESULTS of their advertising schedules . . . good or bad . . . quickly *reflected in their cash registers.* Each year for the past three years, an increasing number of local advertisers have placed schedules on WOC. With the number of these advertisers increasing 38%, 1952 over 1950, there is no better proof that WOC advertising schedules are reflecting busy cash registers. Buy your advertising at this local cash register level . . . buy WOC, and you'll find your Quint-Cities sales skyrocketing.

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5000 W. — 1420 KC
Col. B. J. Palmer, President
Ernest C. Sanders, Manager

PROFESSIONAL SERVICES

Carl Smith Enlarges Consulting Engineer Work

ENLARGEMENT of radio consultant engineer activities in Cleveland has been announced by Carl E. Smith, who recently resigned from the United Broadcasting Co., (WHK Cleveland) which he had served as vice president in charge of engineering.

Mr. Smith

The firm, Carl E. Smith Consulting Engineers, currently is handling an overseas assignment for the State Dept. It recently completed an engineering proposal for an educational TV station for the Cleveland Board of Education. Last year the company completed antenna systems in Austria.

Mr. Smith worked as Assistant Chief, Operational Staff, War Department during World War II. He is a registered professional engineer in Ohio and Washington, D. C., and is FCC Conelrad coordinator for the Cleveland-Akron-Canton area.

His associates are James S. Hill, formerly chief engineer of WHKK Akron and staff engineer at United Broadcasting, and William F. Kail.

The firm's offices are at 4900 Euclid Ave., Cleveland 3.

There will be A RADIO SALES TRAINING SCHOOL

Fred Palmer

in Urbana, Illinois, July 30, 31 and August 1

"I will attend your St. Louis School in February. It is practical and worthwhile. I am sending three radio salesmen and two television salesmen to your local Urbana School.

Regards."

Ted Arnold,
Local Sales Manager
WHBF,
Rock Island, Illinois

FOR RESERVATIONS
PHONE OR WIRE:
THE Fred A. Palmer CO.
WORTHINGTON, OHIO

AWARDS

WBT-WBTV Scholarship

FIRST annual WBT-WBTV (TV) scholarship in radio and TV at the Consolidated University of North Carolina has been awarded to Gordon Matthew Britt of Oriental, N. C., it was announced last week. The four-year scholarship, valued at $1,250 annually, was established by Jefferson Standard Foundation which owns and operates WBT and WBTV in Charlotte. Mr. Britt, mainly interested in the technical side of radio-TV, will study in the Electrical Engineering Dept. of North Carolina State College. Winners in production and creative aspects will study at North Carolina U. in Chapel Hill.

Seven End DuMont Course

CERTIFICATES of merit were presented last week to the first seven of the DuMont Television Network's senior technicians who completed a ten-week course in supervisory leadership. The course was developed out of the progam established at DuMont Labs. by Harry Houston, industrial relations director.

Technicians who received the certificates were Ralph Curtis, John Giordano, William Flynn, Carmine Gaiti, Michael Stefanik, Frank Frey and Kenneth Reichenbach.

HARRY NOVIK, general manager of WLIB New York, accepts an award from Dr. Sara Feder, president of Pioneer Woman (Labor Zionist Organization of America), for the station's work in interpreting Israeli life.

MILESTONES

SHEAF OF CONTRACTS representing 22 consecutive years of advertising on WGAR Cleveland by the Bank of Ohio, is held by station general manager Carl E. George (r) as T. W. Walters, president and secretary of the bank, puts contract No. 23 on the stack.

► KMOX St. Louis' *Old Fashioned Barn Dance* recently observed its 21st birthday of continuous broadcasting before a studio audience. Slack Furniture Co. of St. Louis, the original sponsor, has renewed the show for another 52 weeks. Lambert Kohr produces the program, with Skeets Yaney as m.c. of the hillbilly group, Eddie George, leader of the Dutch Band group on the show and Ollie Raymand, announcer.

► THE 6,500th broadcast of the Rev. Dale Crowley's 12 years of religious programming on WOL Washington was aired Saturday. Rev. Crowley has two programs: *Right Start for the Day* is a 15-minute show at 6:45-7 a.m. daily, during which the minister reads a Bible passage and delivers a brief message; *Quizpiration*, heard Sundays, 9:30-10 p.m., is a Bible quiz program.

'Crusade' Cites Grauer

BEN GRAUER, NBC news commentator, has received a citation from the Crusade for Freedom, operator of Radio Free Europe and Free Asia, for his work earlier this year as chairman of radio and television of the Crusade for Freedom Appeal.

THE LATEST
WCKY
STORY

COVER THE SOUTH WITH
WCKY'S FAMOUS JAMBOREE
Neilsen Shows a Larger Average
Nightly Audience for WCKY
Than Any Other 50 KWs
Station Covering the South

WCKY
CINCINNATI

New Grantees' Commencement Target Dates

This list includes all stations not yet on the air. Stations on the air are listed in TELESTATUS, FACTS & FIGURES section.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Birmingham, **WJLN-TV** (48), 12/10/52—Unknown.

Birmingham, **WSGN-TV** (42), 12/18/52—Unknown.

Decatur, **WMSL-TV** (23), 12/26/53-10/15/53.

ARIZONA

Phoenix, **KOOL-TV** (10), 5/27/53-10/1/53 (share time with KOY-TV).

Phoenix, **KOY-TV** (10), 5/27/53-10/1/53 (share time with KOOL-TV).

Tucson, **KCNA-TV** (9), 12/18/52—Fall '53, Hollingbery.

Tucson, **KVOA-TV** (4), 11/13/53-9/15/53, NBC, Raymer.

Yuma, **KIVA-TV** (11), 3/25/53-Aug. '53.

ARKANSAS

Little Rock, **KARK-TV** (4), 6/18/53—Dec. '53.

Little Rock, **KETV (TV)** (23), 10/30/53—Unknown.

Pine Bluff, **KATV (TV)** (7), 6/18/53-10/1/53—Avery-Knodel.

CALIFORNIA

Bakersfield, **KERO-TV** (10), 6/18/53—Late Sept., '53, CBS, NBC.

Bakersfield, **KAFY-TV** (29), 12/23/52-8/1/53—ABC, DuM, Forjoe (N. Y.), Cal-Central Network.

Chico, **KHSL-TV** (12), 3/11/53-9/1/53—CBS, Grant.

Eureka, **KIEM-TV** (3), 2/11/53-9/1/53—ABC, CBS, DuM, NBC, Blair TV.

Fresno, **KJEO (TV)** (47), 4/9/53-Oct. '53.

Los Angeles, **KPIK (TV)** (22), 12/10/52-Late '53.

Los Angeles, **KUSC (TV)** (*46), 8/28/52-July '53.

Monterey, **KMBY-TV** (8), 2/19/53—Unknown (share time with KSBW-TV Salinas).

Sacramento, **KBIC (TV)** (46), 6/26/53-Fall '53.

Sacramento, **Cal-Tel Co.** (40), 7/16/53—Unknown.

Salinas, **KSBW-TV** (8), 2/19/53—Unknown (share time with KMBY-TV Monterey).

Salinas, **KICU (TV)** (28), 1/15/53-9/1/53.

San Bernardino, **KITO-TV** (18), 11/6/52-Late July '53, Clark.

San Diego, **KFSD-TV** (10), 3/19/53-9/1/53, NBC, Katz.

San Francisco, **KBAY-TV** (20), 3/11/53—Nov. '53.

San Francisco, **KSAN-TV** (32), 4/29/53—Unknown, McGillvra.

San Jose, **John A. Vietor** (48), 6/17/53-Oct. '54.

Santa Barbara, **KEYT (TV)** (3), 11/13/52-7/25/53—ABC, CBS, DuM, NBC, Hollingbery.

Stockton, **KTVU (TV)** (36), 1/8/53—Fall '53, Hollingbery.

Tulare-Fresno, **KCOK-TV** (27), 4/2/53-9/15/53—DuM, Forjoe (N. Y.), Cal-Central Network.

Yuba City, **KAGR-TV** (52), 3/11/53—Unknown.

COLORADO

Colorado Springs, **KRDO-TV** (13), 11/20/52-9/1/53, NBC, McGillvra.

Denver, **KDEN (TV)** (26), 7/11/52—Unknown.

Denver, **KIRV (TV)** (20), 9/18/52—Unknown.

Denver, **KOA-TV** (4), 6/18/53—Unknown.

Denver, **KLZ-TV** (7), 6/29/53-11/1/53—CBS, Katz.

Denver, **City & County School Districts** (*6), 7/1/53—1954.

Grand Junction, **KFXJ-TV** (5), 3/26/53-May '54—Holman.

CONNECTICUT

Bridgeport, **WSJL (TV)** (49), 8/14/52—Unknown.

Bridgeport, **WCTB (TV)** (*71), 1/29/53—Unknown.

Hartford, **WEDH (TV)** (*24), 1/29/53—Unknown.

New Haven, **WELI-TV** (59), 6/24/53—Summer '54, H-R Television.

New London, **WNLC-TV** (26), 12/31/52-9/10/53—Headley-Reed TV.

Norwich, **WCTN (TV)** (*63), 1/29/53—Unknown.

Stamford, **Stamford-Norwalk TV Corp.** (27), 5/27/53—Unknown.

Waterbury, **WATR-TV** (53), 10/30/53—Aug. '53, ABC, DuM, Rambeau.

DELAWARE

Dover, **WHRN (TV)** (40), 3/11/53—Unknown.

FLORIDA

Fort Lauderdale, **WITV (TV)** (17), 7/31/52-9/30/53.

Fort Myers, **WINK (TV)** (11), 3/11/53-10/1/53—Weed TV.

Jacksonville, **WJHP-TV** (36), 6/3/53—Fall '53, Perry Assoc.

Lakeland, **WOTV (TV)** (16), 12/31/52—Unknown.

Panama City, **WJDM (TV)** (7), 3/11/53—Sept. '53, CBS, Hollingbery.

Pensacola, **WPFA (TV)** (15), 11/13/52-8/15/53—Young.

Pensacola, **WEAR-TV** (3), 6/3/53-9/1/53—CBS, Hollingbery.

Tampa, **WFLA-TV** (8), Initial Decision 7/13/53.

West Palm Beach, **WIRK-TV** (21), 12/18/52—Unknown.

GEORGIA

Columbus, **WDAK-TV** (28), 3/11/53-10/1/53—NBC, Headley-Reed.

Macon, **WMAZ-TV** (13), 3/11/53-9/27/53—CBS, DuM, Katz (Ch. 13 assigned Warner Robins, Ga.).

Macon, **WETV (TV)** (47), 2/12/53-8/22/53—ABC, NBC, Headley-Reed.

Savannah, **WTOC-TV** (11), 6/26/53-11/1/53—Katz.

Valdosta, **WGOV-TV** (37), 2/26/53—Nov. '53, Stars National

Information in following order: Location, call letters, channel, date granted, starting target date, nework and representative.

IDAHO

Boise-Meridian, **KTOO (TV)** (2), 5/14/53—Unknown.

Boise, **KTVI (TV)** (9), 1/15/53—Fall '53, ABC, Hollingbery.

Idaho Falls, **KID-TV** (3), 2/26/53—Unknown, CBS.

Idaho Falls, **KIFT-TV** (8), 2/26/53—1954, ABC.

Meridian-Boise,, **KTOO (TV)** (2), 5/14/53—Unknown.

Pocatello, **KWiK-TV** (10), 3/26/53—Spring '54, ABC, Hollingbery.

Pocatello, **KISJ** (TV) (6), 2/26/53—Nov. '54, CBS.

Twin Falls, **KLIX-TV** (11), 3/19/53—1954, ABC, Hollingbery.

ILLINOIS

Belleville, **WTVI (TV)** (54), 11/20/53-Aug. '53, DuM, Weed TV.

Bloomington, **WBLN (TV)** (15), 3/4/53-10/1/53, ABC.

Champaign, **WCIA (TV)** (3), 2/26/53-9/1/53, Hollingbery.

Chicago, **WHFC-TV** (26), 1/8/53—Unknown.

Chicago, **WIND-TV** (20), 3/19/53—Unknown.

Danville, **WDAN-TV** (24), 12/10/52—Unknown, Everett-McKinney.

Decatur, **WTVP (TV)** (17), 11/20/52-8/1/53—ABC, DuM, Clark.

Harrisburg, **WSIL-TV** (22), 3/11/53-Nov. '53.

Joliet, **Joliet TV Inc.** (48), Initial Decision 7/15/53.

Peoria, **WTVH-TV** (19), 12/18/52-9/1/53—Petry.

Quincy, **WGEM-TV** (10), 6/18/53-9/1/53, NBC.

Rockford, **WREX-TV** (13), 5/14/53—Fall '53.

Springfield, **WICS (TV)** (20), 2/26/53-9/1/53—Adam Young.

INDIANA

Elkhart, **WTRC-TV** (52), 6/3/53—Unknown.

Evansville, **WFIE (TV)** (62), 6/10/53—Mid-Oct. '53.

Fort Wayne, **WKJG-TV** (33), 5/22/53-11/1/53, NBC, Raymer.

Indianapolis, **WNES (TV)** (67), 3/26/53-Oct. '53.

Indianapolis, **WJRE (TV)** (26), 3/26/53—Unknown.

Marion, **WMRI-TV** (29), 3/11/53—Unknown.

Princeton, **WRAY-TV** (52), 3/11/53-10/15/53.

Waterloo, **WINT (TV)** (15), 4/6/53-10/1/53.

IOWA

Cedar Rapids, **WMT-TV** (2), 4/9/53-9/27/53—CBS, Katz.

Davenport, **KDIO (TV)** (36), 3/11/53—Unknown.

Des Moines, **KTLV (TV)** (17), 3/26/53—Fall '53, Hollingbery.

Fort Dodge, **KQTV (TV)** (21), 1/29/53-9/1/53—Pearson.

Sioux City, **KWTV (TV)** (36), 10/30/52—Unknown.

KANSAS

Manhattan, **KSAC-TV** (*8), 7/24/53—Unknown.

Pittsburg, **KOAM-TV** (7), 2/26/53-8/1/53.

Topeka, **WIBW-TV** (13), 6/3/53—Late Fall '53, Capper Sales.

Wichita, **KEDD (TV)** (16), 2/18/53-8/1/53—ABC, NBC, Petry.

KENTUCKY

Ashland, **WPTV (TV)** (59), 8/14/52—Summer '53.

Henderson, **WEHT (TV)** (50), 11/20/52-10/1/53—Meeker.

Louisville, **WKLO-TV** (21), 11/26/53—Early Aug. '53, ABC.

Louisville, **WLOU-TV** (41), 1/15/53—Unknown.

Richmond, **WBGT (TV)** (60), 4/29/53—Unknown.

LOUISIANA

Alexandria, **KSPJ (TV)** (62), 4/2/53—Unknown.

Baton Rouge, **KHTV (TV)** (40), 12/18/52—Unknown.

Lake Charles, **KTAG (TV)** (25), 12/18/52-8/15/53, Adam Young.

Monroe, **KFAZ-TV** (43), 12/10/52-8/15/53—Headley-Reed TV.

Monroe, **KNOE-TV** (8), 12/4/52-Aug. '53, CBS, ABC, DuM, H-R Television.

New Orleans, **WCNO-TV** (32), 4/2/53-1/1/54.

New Orleans, **WJMR-TV** (61), 2/18/53-10/1/53—DuM. Bolling.

New Orleans, **WTLO (TV)** (20), 2/26/53—Unknown.

New Orleans, **CKG Co.** (26), 4/2/53—Late Winter '53, Gill-Perna.

MAINE

Lewiston, **WLAM-TV** (17), 7/8/53—Nov., Dec. '53, Everett-McKinney (N. Y.), Kettell-Carter (Boston).

Poland, **Mt. Washington TV Inc.** (8), 7/8/53—Aug., Sept. '54.

Portland, **WPMT (TV)** (53), 2/11/53-8/30/53—ABC, CBS, DuM, NBC, Everett-McKinney (N. Y.), Kettell-Carter (Boston).

MARYLAND

Baltimore, **WITH-TV** (60), 12/18/52-1/1/54—Forjoe.

Frederick, **WFMD-TV** (62), 10/24/52—Unknown.

Salisbury, **WBOC-TV** (16), 3/11/53-10/1/53.

MASSACHUSETTS

Boston, **WSTB-TV** (50), 3/26/53—Unknown.

Cambridge-Boston, **WTAO-TV** (56), 3/11/53—Sept. '53.

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Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Boston, **WGBH-TV** (*2), 7/16/53-10/1/54.
Fall River, **WSEE-TV** (46), 9/14/52—Summer '53.
Lawrence, **General Bcstg. Co.** (72), 6/10/53—Unknown.
New Bedford, **WNBH-TV** (28), 7/11/52—Fall, Walker.
North Adams, **WMGT (TV)** (74), 2/18/53-10/15/53—Walker.
Northampton, **WNOH (TV)** (36), 1/23/53—Fall '53.
Worcester, **Salisbury Bcstg. Corp.** (14), 6/18/53-12/15/53, Raymer.
Worcester, **WAAB-TV** (20), Initial Decision 7/15/53.

MICHIGAN

Battle Creek, **WBCK-TV** (58), 11/20/52-9/15/53—Headley-Reed.
Benton Harbor, **WHFB-TV** (42), 2/26/53—Unknown.
Cadillac, **WWTV (TV)** (13), 4/8/53—Nov. '53.
East Lansing, **WKAR-TV** (*60), 10/16/52-1/1/54.
Flint, **WCTV (TV)** (28), 7/11/52-9/1/53.
Flint, **WTAC-TV** (16), 11/20/52—Unknown.
Flint, **WFDF-TV** (12), Initial Decision 5/11-53.
Jackson, **WIBM-TV** (48), 11/20/52—Unknown.
Kalamazoo, **WKMI-TV** (36), 11/26/52—Unknown.
Lansing, **WILS-TV** (54), 2/5/53-9/15/53.
Muskegon, **WTVM (TV)** (35), 12/23/52—Unknown.

MINNESOTA

Austin, **KMMT (TV)** (6), 3/26/53-8/1/53—Pearson TV.
Minneapolis, **WTCN-TV** (11), 4/16/53-8/1/53—ABC, Pearson (share time with WMIN-TV St. Paul).
St. Cloud, **WJON-TV** (7), 1/23/53—Late Oct. '53, Rambeau.
St. Paul, **WCOW-TV (17)**, 3/11/53-11/15/53.
St. Paul, **WMIN-TV** (11), 4/16/53-9/1/53—ABC (share time with WTCN-TV Minneapolis).

MISSISSIPPI

Columbus, **WCBI-TV** (28), 3/11/53—Unknown.
Gulfport, **WGCM-TV** (56), 2/11/53—Unknown.

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Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Meridian, **WCOC-TV** (30), 12/23/52-9/1/53—CBS.
Meridian, **WTOK-TV** (11), 6/3/53-9/27/53—Headley-Reed.

MISSOURI

Cape Girardeau, **KGMO-TV** (18), 4/16/53—Unknown.
Clayton, **KFUO-TV** (30), 2/5/53—Unknown.
Columbia, **KOMU-TV** (8), 1/15/53-10/1/53, NBC, H-R Television.
Festus, **KACY (TV)** (14), 12/31/52—Summer '53.
Hannibal, **KHQA-TV** (7), 2/18/53-9/1/53, Weed TV.
Kansas City, **KCMO-TV** (5), 6/3/53-9/27/53, Katz.
Kansas City, **KMBC-TV** (9), 6/25/53-8/1/53—CBS, Free & Peters (share time with WHB-TV).
Kansas City, **WHB-TV** (9), 6/25/53-8/1/53—CBS, Blair TV (share time with KMBC-TV).
St. Joseph, **KFEQ-TV** (2), 10/16/52-8/15/53—CBS, DuM, Headley-Reed.
St. Louis, **KETC (TV)** (*9), 5/7/53—Unknown.
St. Louis, **KSTM-TV** (36), 1/15/53—Sept. '53, ABC, H-R Television.
St. Louis, **WIL-TV** (42), 2/12/53—Late '53.
Sedalia, **KDRO-TV** (6), 2/26/53-1/1/54.
Springfield, **KYTV (TV)** (3), 1/8/53-9/15/53—Hollingbery.

MONTANA

Billings, **KOOK-TV** (2), 2/5/53—Unknown.
Billings, **KRHT (TV)** (8), 1/15/53—Late Summer, Early Fall '53.
Butte, **KOPR-TV** (4), 1/15/53—Sept. '53, ABC, Clark.
Butte, **KXLF-TV** (6), 2/26/53-8/15/53, Walker.
Great Falls, **KFBB-TV** (5), 1/15/53—Unknown, CBS, Weed TV.
Great Falls, **KMON-TV** (3), 4/9/52—Unknown.
Missoula, **KGVO-TV** (13), 3/11/53—Spring '54, Gill Perna.

NEVADA

Las Vegas, **KLAS-TV** (8), 3/19/53-7/20/53—ABC, CBS, Weed TV.
Reno, **KZTV (TV)** (8), 12/23/52—Unknown.

NEW HAMPSHIRE

Keene, **WKNE-TV** (45), 4/22/53—Unknown.
Mt. Washington, **Mt. Washington TV Inc.** (8), 7/8/53—Aug., Sept. '54.

NEW JERSEY

Asbury Park, **WRTV (TV)** (58), 10/2/52—Late '53.
Atlantic City, **WOCN (TV)** (52), 1/8/53—Unknown.
New Brunswick, **WDHN (TV)** (47), 4/2/53—Unknown.
New Brunswick, **WTLV (TV)** (*19), 12/4/52—Unknown.
Trenton, **WTTM** (TV) (41), 7/16/53—Unkown.

NEW MEXICO

Albuquerque, **KGGM-TV** (13), 3/11/53-11/1/53 — CBS, Weed-TV.
Albuquerque, **KOAT-TV** (7), 6/18/53—Unknown.
Clovis, **KNEH (TV)** (12), 3/4/53—Unknown.
Sante Fe, **KTVK (TV)** (2), 1/23/53—Unknown.

NEW YORK

Albany, **WTVZ (TV)** (*17), 7/24/52—Unknown.
Albany, **WPTR (TV)** (23), 6/10/53—Unknown.
Albany, **WROW-TV** (41), 4/16/53—Oct. '53.
Binghamton, **WQTV (TV)** (*46), 8/14/52—Unknown.
Buffalo, **WBES-TV** (59), 12/23/52-9/7/53.
Buffalo, **WBUF-TV** (17), 12/18/52-8/15/53—ABC, DuM, H-R Television.
Buffalo, **WTVF-TV** (*23), 7/24/52—Unknown.
Elmira, **WECT (TV)** (18), 2/26/53-10/1/53, NBC, Everett-McKinney.
Ithaca, **WHCU-TV** (20), 1/8/53-11/15/53.
Ithaca, **WIET (TV)** (*14), 1/8/53—Unknown.
Jamestown, **WJTN-TV** (58), 1/23/53—Unknown.
Kingston, **WKNY-TV** (66), 1/23/53—Unknown, Meeker.
New York, **WGTV (TV)** (*25), 8/14/52—Unknown.
Poughkeepsie, **WEOK-TV** (21), 11/26/52—Dec. '53.
Rochester, **WHEC-TV** (10), 3/11/53—Unknown (share time with WVET-TV).
Rochester, **WRNY-TV** (27), 4/2/53—Unknown.
Rochester, **WVET-TV** (10), 3/11/53—Unknown (share time with WHEC-TV).
Rochester, **Star Bcstg. Co.** (15), 6/10/53—Unknown.
Rochester, **WROH (TV)** (*21), 7/24/52—Unknown.
Schenectady, **WTRI (TV)** (35), 6/11/53—Unknown.
Syracuse, **WHTV (TV)** (*43), 9/18/52—Unknown.
Utica, **Richard H. Balch** (19), 7/1/53—Unknown.
Watertown, **WWNY-TV** (48), 12/23/52-11/15/53—Weed TV.

NORTH CAROLINA

Asheville, **WISE-TV** (62), 10/30/52-8/3/53, Bolling.
Charlotte, **WAYS-TV** (36), 2/26/53-9/1/53—Bolling.
Durham, **WCIG-TV** (46), 2/26/53-11/1/53—DuM, NBC.
Greensboro, **WCOG-TV** (57), 11/20/52-9/1/53—CBS.
Greenville, **WNCT (TV)** (9), 3/11/53-9/1/53—CBS, Pearson.
Hendersonville, **WHKP-TV** (27), 3/11/53—Early '54.
Mount Airy, **WPAQ-TV** (55), 3/11/53—Fall '53.
Winston-Salem, **WTOB-TV** (26), 2/5/53-9/15/53 — DuM, NBC, H-R Television.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Winston-Salem, **WSJS-TV** (12), 7/8/53-Fall '53, NBC, Headley-Reed.

NORTH DAKOTA

Bismarck, **KBSM (TV)** (12), 3/4/53—Late Summer, Early Fall '53.
Bismarck, **KFYR-TV** (5), 3/4/53—Late Summer, Early Fall '53, Blair TV.
Minot, **KNDX (TV)** (10), 2/11/53—Late Summer, Early Fall '53.

OHIO

Ashtabula, **WICA-TV** (15), 2/5/53-8/15/53—Gill-Perna.
Cincinnati, **WCIN-TV** (54), 5/14/53—Unknown.
Cleveland, **WERE-TV** (65), 6/18/53—Fall '53.
Columbus, **WOSU-TV** (*34), 4/22/53—Unknown.
Dayton, **WIFE (TV)** (22), 11/26/52-8/15/53, Headley-Reed.
Lima, **WIMA-TV** (35), 12/4/52—Late '53, Weed TV.
Massillon, **WMAC-TV** (23), 9/4/52—Summer '53.
Portsmouth, **Woodruff Inc.** (30), Initial Decision 6/8/53.
Sandusky, **WLEC-TV** (42), 1/23/53-12/1/53.
Youngstown, **WUTV (TV)** (21), 9/25/52—Aug. '53.

OKLAHOMA

Miami, **KMIV (TV)** (58), 4/22/53—Unknown.
Oklahoma City, **KTVQ (TV)** (25), 2/11/53-9/25/53, H-R Television.
Oklahoma City, **KLPR-TV** (19), 2/11/53—Sept. '53, ABC, DuMont, Bolling.
Tulsa, **KCEB (TV)** (23), 2/26/53—Oct.-Nov. '53, Bolling.

OREGON

Eugene-Springfield, **KTVF (TV)** (20), 2/11/53—Unknown.
Eugene, **Eugene TV Co.** (13), 5/14/53—Oct. '53, Hollingbery.
Medford, **KBES-TV** (5), 3/4/53-8/1/53—ABC, CBS, DuM, NBC, Blair TV.
Portland, **KOIN-TV** (6), 7/16/53—Fall '53, CBS.
Portland (Ore.)-Vancouver (Wash.), **KVAN-TV** (21), Initial Decision 6/18/53.
Salem, **KPIC (TV)** (24), 1/29/53—Oct. '53.
Springfield-Eugene, **KTVF (TV)** (20), 2/11/53—Unknown.

PENNSYLVANIA

Allentown, **WFMZ-TV** (67), 7/16/53—Unknown.
Chambersburg, **WCHA-TV** (46), 3/11/53,—Late Summer '53, Forjoe.
Easton, **WGLV (TV)** (57), 12/18/52—Aug. '53, ABC, DuM, Headley-Reed.
Harrisburg, **WTPA (TV)** (71), 12/31/52-7/15/53—Headley-Reed.
Harrisburg, **Rossmoyne Corp.** (27), Initial Decision 6/15/53.
Hazelton, **WAZL-TV** ('63), 12/18/52—Unknown, Meeker.
Johnstown, **WARD-TV** (56), 11/20/52—Unknown, Weed TV.
Lancaster, **WWLA (TV)** (21), 5/7/53—Fall '53.
Lebanon, **WLBR-TV** (15), 6/26/53—Nov. '53.
Lewistown, **WMRF-TV** (38), 4/2/53—Unknown.
Philadelphia, **WIP-TV** (29), 11/26/52—Unknown.
Pittsburgh, **WENS (TV)** (16), 12/23/52-Late Aug., '53, ABC, CBS, Petry.
Pittsburgh, **WKJF-TV** (53), 1/8/53-8/1/53, Weed TV.
Pittsburgh, **WQED (TV)** (*13), 5/14/53-1/1/54.
Pittsburgh, **WTVQ (TV)** (47), 12/23/53—Fall '53, Headley-Reed.
Scranton, **WARM-TV** (16), 2/26/53—Fall '53, Hollingbery.
Scranton, **WTVU (TV)** (73), 8/14/52-8/1/53—Bolling.
Williamsport, **WRAK-TV** (36), 11/13/52—Unknown.
Wilkes-Barre, **WILK-TV** (34), 10/2/52-9/1/53—ABC, DuM, Avery-Knodel.
York, **WNOW-TV** (49), 7/11/52—Oct. '53, DuM, Hollingbery.

RHODE ISLAND

Providence, **WNET (TV)** (16), 4/8/53—Unknown.

SOUTH CAROLINA

Camden, **WACA-TV** (14), 6/3/53-11/1/53.
Columbia, **WNOK-TV** (67), 9/18/52-9/1/53—CBS, DuM, Raymer.
Columbia, **WIS-TV** (10), 2/12/53—Oct. '53, NBC, Free & Peters.
Greenville, **WGVL (TV)** (23), 1/23/53-8/1/53—ABC, DuM, NBC, H-R TV (N. Y.), Ayers (Atlanta).
Greenwood, **WCRS-TV** (21), 4/8/53—Unknown.

TENNESSEE

Chattanooga, **WOUC (TV)** (49), 8/21/52—Unknown, Pearson.
Chattanooga, **WTVT (TV)** (43), 8/21/52—Unknown.
Johnson City, **WJHL-TV** (11), 1/29/53-8/15/53, Pearson.
Knoxville, **WCEE-TV** (26), 3/26/53—Unknown.
Memphis, **WHBQ-TV** (13), 1/29/53-9/15/53—Everett-McKinney.

TEXAS

Abilene, **KRBC-TV** (9), 4/16/53-8/16/53, Pearson.
Beaumont, **KBMT (TV)** (31), 12/4/52—Summer '53, Taylor.
Dallas, **KDTX (TV)** (23), 1/15/53—Unknown.
Dallas, **KLIF-TV** (29), 2/12/53—Unknown.
El Paso, **KEPO-TV** (13), 10/24/52—Fall '53, Avery-Knodel.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Fort Worth, **KTCO (TV)** (20), 3/11/53—Unknown.
Galveston, **KTVR (TV)** (41), 11/20/52—Late Summer, Early Fall '53.
Harlingen, **KGBS-TV** (4), 5/21/53-9/27/53—CBS, Pearson.
Houston, **KNUZ-TV** (39), 1/8/53-9/15/53—Forjoe.
Houston, **KTVP (TV)** (23), 1/8/53—Unknown.
Houston, **KXYZ-TV** (29), 6/18/53—Unknown.
Longview, **KTVE (TV)** (32), 2/5/53-8/1/53—Forjoe.
Lubbock, **KFYO-TV** (5), 5/7/53—Late '53, Taylor.
Lufkin, **KTRE-TV** (9), 3/11/53—1954, Taylor.
Marshall, **Marshall TV Corp.** (16), 6/25/53—Unknown.
Midland, **Midessa TV Co.** (2), 7/1/53-11/1/53.
San Antonio, **KALA (TV)** (35), 3/26/53—Unknown.
Sherman, **KSHM (TV)** (46), 3/4/53—Late Summer '53.
Temple, **KCEN-TV** (6), 1/29/53-10/1/53—NBC.
Texarkana, **KCMC-TV** (6), 2/5/53-8/16/53, ABC, Taylor.
Tyler, **KETX (TV)** (19), 1/29/53—Summer '53.
Victoria, **KNAL (TV)** (19), 3/26/53—Unknown, Best.
Waco, **KANG-TV** (34), 11/13/52—Summer '53, ABC.
Weslaco, **KRGV-TV** (5), 7/16/53—Sept., Oct. '53, NBC, Taylor.
Wichita Falls, **KTVW (TV)** (22), 11/6/52—Summer '53.

UTAH

Salt Lake City, **KUTV (TV)** (2), 3/26/53-10/1/53—ABC, Hollingbery.

VIRGINIA

Charlottesville, **WCHV-TV** (64), 1/29/53-9/1/53—Walker.
Danville, **WBTM-TV** (24), 12/18/52—Oct. '53, Hollingbery.
Hampton, **WVEC-TV** (15), 2/5/53-9/19/53—NBC, Rambeau.
Harrisonburg, **WSVA-TV** (3), 3/11/53-9/1/53 — NBC, Devney.
Marion, **WMEV-TV** (50), 4/2/53—Unknown, Donald Cooke.
Newport News, **WACH (TV)** (33), 2/5/53—Summer '53.
Norfolk, **WLOW-TV** (27), 7/8/53—Unknown, ABC, Forjoe.

WASHINGTON

Seattle, **KOMO-TV** (4), 6/10/53-12/11/53, NBC, Hollingbery.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Tacoma, **KMO-TV** (13), 12/10/52-9/1/53, Branham.
Vancouver (Wash.)-Portland (Ore.), **KVAN-TV** (21), Initial Decision 6/18/53.
Yakima, **KIT-TV** (23), 12/4/52—Aug. '53.

WEST VIRGINIA

Beckley, **Appalachian TV Corp.** (21), 6/25/53—Unknown.
Charleston, **WKNA-TV** (49), 3/4/53-9/1/53, Weed TV.
Fairmont, **WJPB-TV** (35), 7/1/53-1/1/54—Gill-Perna.
Parkersburg, **WTAP (TV)** (15), 2/11/53-9/21/53.
Wheeling, **WLTV (TV)** (51), 2/11/53—Oct. '53.
Wheeling, **WTRF-TV** (7), 4/22/53-10/1/53, NBC, Hollingbery.

WISCONSIN

Beloit, **WRBJ (TV)** (57), 2/11/53-Fall '53, Clark.
Eau Claire, **WEAU-TV** (13), 2/26/53—Fall '53, Hollingbery.
Milwaukee, **WCAN-TV** (25), 2/5/53-7/15/53, Taylor.
Milwaukee, **WOKY-TV** (19), 6/3/53-9/15/53, H-R Television.
Neenah, **WNAM-TV** (42), 12/23/52-10/21/53, Clark.

WYOMING

Casper, **KSPR-TV** (2), 5/14/53-Unknown.
Cheyenne, **KFBC-TV** (5), 1/23/53-12/25/53, CBS.

ALASKA

Fairbanks, **Kiggins & Rollins** (2), 7/1/53-Dec. '53.

HAWAII

Honolulu, **American Bcstg. Stations Inc.** (4), 5/14/53-Unknown.

PUERTO RICO

San Juan, **WKAQ-TV** (2), 7/24/52-1954, Inter-American.
San Juan, **WAPA-TV** (4), Initial Decision 7/10/53.

* Indicates noncommercial, educational station.
Note: Information provided by station executives, representatives, networks and sources considered reliable.

SRA Letter to FCC On Networks' Station Representation

(See story this issue)

July 17, 1953

Docket #9080

Dear Mr. Chairman

This letter will supplement the original petition filed herein on September 29, 1947, by National Association of Radio Station Representatives, now Station Representatives Association, Inc.

During November and December of 1948 and January and March of 1949, the Commission en banc held extensive hearings on this matter and entertained briefs and argument.

On October 31st, 1949, the Commission took intermediate action in placing certain network owned stations on temporary license pending the conclusion of this and other related matters.

Thereafter, the Commission concluded that no definitive action would be taken at that time, and indicated that unresolved issues would be concluded after a general network investigation then in contemplation.

This latter and broader proceeding has not been undertaken. Your petitioners, conscious of the great work load on the Commission, recognize that such a general inquiry cannot be expected in the foreseeable future. This impels your petitioners to draw to your attention three compelling factors (1) the issues herein are both basic and simple and may feasibly remain isolated from other network problems, and (2) a conclusion upon them has become urgent through recent and current action of the National Broadcasting Company and Columbia Broadcasting System in actually further encroaching and projecting still additional encroachment upon the station National spot representative field, and (3) the rapid growth in the number of television stations accelerates the development of practices which, permitted, will become industry fixtures.

(1) The simple position of petitioner is that national networks already controlling most of their independently owned affiliated stations' broadcast hours may not acquire and exercise further control over their time, business and programming without running counter to sound public policy and to the controlling policy if not the specific letter of the Commission's network regulations. The only real purpose sought and achieved in these regulations was to lessen network control over the operations of their affiliated stations, and to restore to those stations the minimum degree of control consistent with licensee responsibility. The limitation of station hours controlled by networks is an essential cornerstone of this basic policy.

Coupled with this policy is a basic tenet of the Communications Act itself, that radio broadcasting shall remain a freely competitive industry. It is axiomatic that the chief and only direct competitor of network advertising and programming is that afforded through national spot advertising. To suggest that this direct competition **is not restrained** by network control of the latter is to urge that a network will compete with itself. Free competition is not built of such sheer fabric.

(2) In complete disregard for the Commission and the proceeding before it, NBC and Columbia have recently acquired the national spot representation of the following independently owned and operated affiliated stations:

(a) Television

National Broadcasting Company

1. KPTV, Portland, Oregon

GET TEXAS MONEY!
Over Half Million Dollars a day Pouring from our East Texas Oil Field Alone!
KFRO
"Voice of Longview" — TEXAS

"Hey, Mac, which Altoona station packs more punch, power, pep and personalities"?

"That's easy, Jack, naturally it's always . . .

WVAM"

"It reaches *more* people in central Pennsylvania with *more* power (1000 watts, day and night) with *more* of radio's best shows—CBS.

"That's why *more* local and national sponsors are putting their sales messages on WVAM."

ARE YOU?

WVAM 1000 WATTS CBS
ALTOONA, PA.
WEED & Co. representatives

WLW-C
Columbus' dynamic TV station
. . . with central Ohio's only Client Service Department to "plus" your advertising

2. KONA, Honolulu
3. KSD-TV, St. Louis, Missouri

Columbia Broadcasting System

1. WMBR-TV, Jacksonville, Florida
2. KGUL, Houston, Galveston, Texas

(b) AM Radio

National Broadcasting Company

1. KSD, St. Louis, Missouri
2. KGU, Honolulu

Columbia Broadcasting System

1. WMBR, Jacksonville, Florida

With inaction by the Commission the networks have been emboldened to expand their organizations and staff to take over further national spot representation of independent affiliated stations. As of this moment, solicitations are being actively made. And especially in the TV field spot representation contracts can easily be tied in with affiliation contracts.

(3) The current growth of TV stations accentuates the urgency of the Commission's problem. New stations will be added, and network practices, good and bad, will indurate. The public interest, implemented by the Commission, is the ready catalyst.

The sledge hammer force of affiliation or non-affiliation may easily be used to force the independent stations to yield control of national spot competition. And this force, we know is being used. The Commission needs no charts or graphs to recognize the importance to a TV or AM station of network affiliation. The very weakness of the bargaining power of an individual station renders it helpless against this force in the absence of action to implement the national public policy.

As was made clear in the testimony herein before the Commission this problem is aggravated by still another practice fast developing. The networks are expanding in the field of TV film production. The networks distribute this film by mail to the stations. It is then broadcast at a fixed time or more frequently at varying times on different stations. These practices are to be distinguished from the live show or even the film show simultaneously transmitted by electrical means for simultaneous broadcast by all affiliated stations. Contrary to the statutory definition of network broadcasting, the networks force the recognition of this service as "network broadcasting"; station revenue is diminished accordingly and licensee responsibility further impaired.

We urge that national public policy both sound and clear, requires that network encroachment upon station control and upon responsible non-network competition be eliminated forthwith.

Patently, the hour is late.

Respectfully submitted
James Lawrence Fly
Fly, Shuebruk and Blume
Counsel for Station Representatives Assoc.

The Honorable
Rosel H. Hyde, Chairman
Federal Communications Commission
Washington 25, D. C.

ACTIONS OF THE FCC

July 16 through July 22

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations As of June 30, 1953*

	AM	FM	TV
Licensed (all on air)	2,439	551	101
CPs on air	19	29	†97
Total on air	2,458	580	†198
CPs not on air	126	21	285
Total authorized	2,584	601	483
Applications in hearing	81	1	108
New station requests	250	8	572
Facilities change requests	185	32	21
Total applications pending	975	95	730
Licenses deleted in June	1	‡12	0
CPs deleted in June	1	0	4

***Does not include noncommercial educational FM and TV stations.**

†Authorized to operate commercially.
‡Includes 4 not reported in Sept., 1952.

* * *

AM and FM Summary through July 15

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,466	2,446	144	246	84
FM	574	549	54	6	1

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	144	250	394[1]
Educational	6	13	19

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	154	46	200
Noncommercial on air	1	0	1

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	809	337	637	509	1,146[2]
Educational	48		25	23	48
Total	857	337	662	532	1,194[3]

[1] Nine CPs (2 vhf, 7 uhf) have been returned.
[2] **One applicant did not specify channel.**
[3] Includes 413 already granted.

* * *

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and group B city priority lists. New processing lines and procedures are proposed [B•T, July 20].

New TV Stations . . .

ACTIONS BY FCC

Boston, Mass.—WGBH Educational Foundation (WGBH-FM), granted noncommercial educational vhf Ch. 2 (54-60 mc); ERP 55 kw visual and 27.5 kw aural; antenna height above average terrain 660 ft., above ground 219 ft.; estimated construction cost $450,000, first year operating cost $200,000. Post office address 100 Franklin St. Studio location Symphony Hall. Transmitter location Great Blue Hill. Geographic coordinates 42° 12' 45" N. Lat., 71° 06' 52" W. Long. Transmitter and antenna RCA. Legal counsel Ernest W. Jennes, Washington. Consulting engineer Jansky & Bailey, Washington. Granted July 15.

Weslaco, Tex.—KRGV-TV Inc. (KRGV), granted vhf Ch. 5 (76-82 mc); ERP 28.8 kw visual, 14.4 kw aural; antenna height above average terrain 750 ft., above ground 791 ft. Estimated construction cost $270,937, first year operating cost $283,218, revenue $300,000. Post office address 201 Border St., Weslaco. Studio location 201 Border St. Transmitter location Kansas City Dr., La Feria. Geographic coordinates 26° 09' 54" N. Lat., 97° 48' 45" W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Principals include President **O. L. Taylor** (100%), majority stockholder, KANS, KRGV; sole owner, O. L. Taylor Co., radio representative. Granted July 15.

Note: FCC also finalized four initial decisions to grant new TV stations (see HEARING CASES).

APPLICATIONS AMENDED

Corpus Christi, Tex.—Coastal Bend TV Co. amends application for new TV station on uhf Ch. 22 by deleting Arturo Vazquez and Nestor Cuesta Jr. and adding Victor Moreno (10%); to change ERP from 20.5 kw visual, 10.25 kw aural to 21.3 kw visual and 11.5 kw aural; antenna height above average terrain from 317.6 ft. to 316.6 ft. Filed June 17.

Corpus Christi, Tex.—Gulf Coast Bcstg. Co. amends application for new TV station on vhf Ch. 6 to change ERP from 100 kw visual, 50 kw aural to 33.8 kw visual and 32.3 kw aural; antenna height above average terrain from 411 ft. to 651 ft. and transmitter location to on State Hwy. 44, 13.5 miles W of Corpus Christi. Filed June 17.

Corpus Christi, Tex.—K-SIX TV Inc. amends application for new TV station on vhf Ch. 10 to add Treasurer James H. Burney (0.666%). Filed June 17.

Corpus Christi, Tex. Baptist General Convention of Texas amends application for new TV station on vhf Ch. 6 to specify executive board; to change antenna height above average terrain from 505 ft. to 661 ft. and to change studio location to Buffalo St., 200 ft. E of Rose St., Corpus Christi. Filed June 19.

Grand Rapids, Mich.—W. S. Butterfield Theatres amends application for new TV station on uhf Ch. 23 to change studio location to be determined. Filed June 12.

Grand Rapids, Mich.—Music Bcstg. Co. (WGRD) amends application for new TV station on uhf Ch. 23 to delete Wayne H. Young (10.49%) as stockholder. Principals are Paul F. Eichhorn (10.49%), formerly (9.28%); Vice President Carl H. Runciman (19.70%), formerly (15.14%); Secretary Carl J. Riddering (10.69%), formerly (9.6%); Richard Groenvelt (5.19%), formerly (4.64%), and Robert F. Hooker (8.71%), formerly (5.85%). Filed June 16.

Milwaukee—Milwaukee Area Telecasting Corp. amends application for new TV station on vhf Ch. 12 to change ERP from 316 kw visual, 158 kw aural to 251 kw visual and 150 kw aural; antenna height above average terrain from 999 ft. to 1,074 ft. and transmitter location to 2.2 miles NNE of Sussex, Wis. Filed July 2.

Midwest
SUCCESSFUL INDEPENDENT
$62,500.00

This facility located in the Corn Belt successfully serves a medium sized metropolitan area and the surrounding rural section. Ideal for owner-operator. Presently grossing in excess of $11,000.00 monthly. Some financing can be done.

Midwest
DAYTIME REGIONAL
$43,000.00

Located in a beautiful section of the "Lake Country" in a rich agricultural and manufacturing area. Making some profits — can be increased materially. About $17,500.00-$20,000.00 will handle with long term payout.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

Mobile, Ala.—Mobile TV Corp. amends application for new TV station on vhf Ch. 5 to change antenna height above average terrain from 538 ft. to 523 ft. Filed June 17.

Nashville, Tenn.—Life and Casualty Insurance Co. of Tenn. (WLAC) seeks amendment to application for new TV station on vhf Ch. 5 to change studio location from Third National Bldg., Nashville, to "to be determined," Old Hickory, Tenn., and delete request for waiver of Sec. 3.613. Filed July 8.

Portsmouth, Va.—Commonwealth Bcstg. Corp. (WLOW) amends application for new TV station on uhf Ch. 27 to change ERP from 19.6 kw visual, 11.7 kw aural to 89.96 kw visual and 50.94 kw aural; antenna height above average terrain from 328 ft. to 384 ft.; change studio location from End of Columbus St., Portsmouth, to 21st and Monteo Sts., Norfolk, and transmitter location to intersection of Armstrong and Sprately, Portsmouth. Filed July 8.

APPLICATIONS DISMISSED

Bakersfield, Calif.—Lemert Bcstg. Co. At request of attorney, FCC dismissed bid for new TV station on vhf Ch. 10. Dismissed June 16.

Corpus Christi, Tex.—Corpus Christi TV Co. granted petition to dismiss without prejudice application for vhf Ch. 10 Corpus Christi. Action July 21; announced July 22.

Berkeley, Calif.—Pacifica Foundation granted dismissal of bid for new TV station on uhf Ch. 44. Dismissed July 10.

Oak Hill, W. Va.—Robert R. Thomas (WOAY). application for new TV station on vhf Ch. 4 dismissed by FCC for non-compliance with Sec. 3.607. Dismissed July 3.

Portsmouth, Va. — Portsmouth Radio Corp. (WSAP) granted dismissal of bid for new TV station on uhf Ch. 27. Dismissed July 8.

Winston-Salem, N. C. — Community Bcstg. Service Inc. (WAAA) granted dismissal of bid for new TV station on vhf Ch. 12. Dismissed July 8.

Lewiston, Me.—Twin City Bcstg. Co. (WLOU) granted dismissal of bid for new TV station on vhf Ch. 8 at request of attorney. Dismissed July 8.

Albuquerque, N. M.—E. John Greer and Saloma S. Greer d/b as Greer & Greer granted dismissal of application for new TV station on vhf Ch. 7. Dismissed June 16.

Quincy, Ill.—Lee Bcstg. Inc. (WTAD) granted dismissal of bid for new TV station on vhf Ch. 10. Dismissed June 15.

Honolulu, T. H.—Territorial Telecasters application for new TV station on vhf Ch. 13 was dismissed by FCC for lack of prosecution. Dismissed June 9.

Seattle, Wash.—Mt. Rainier Radio & TV Bcstg. Corp. (KJR) granted dismissal of bid for new TV station on vhf Ch. 4 at request of attorney. Dismissed June 9.

Fairmont, W. Va.—Americus Corp. granted dismissal of bid for new TV station on uhf Ch. 35. Dismissed June 30.

Utica, N. Y.—WIBX Inc. (WIBX) granted dismissal of bid for new TV station on uhf Ch. 19. Dismissed June 30.

Houston, Tex.—John B. Hill granted dismissal of bid for new TV station on uhf Ch. 29. Dismissed June 16.

Memphis, Tenn.—J. Frank Gallaher granted dismissal of bid for new TV station on uhf Ch. 42. Dismissed June 29.

Existing TV Stations . . .

ACTIONS BY FCC

KOPR-TV Butte, Mont.—Copper Bcstg. Co. granted STA to operate commercially on vhf Ch. 4 from July 15 to Sept. 14. Granted July 10; announced July 21.

WGLV (TV) Easton, Pa.—Easton Pub. Co. granted STA to operate commercially on uhf Ch. 57 from July 18 to Oct. 18. Granted July 16; announced July 21.

KFSA-TV Fort Smith, Ark.—Southwest Pub. Co. granted STA to operate commercially on uhf Ch. 22 from July 16 to Dec. 10. Granted July 16; announced July 21.

WBAY-TV Green Bay, Wis.—Norbertine Fathers granted modification of CP for Ch. 2 to change studio location to Columbus Club Bldg., 115 S. Jefferson, Green Bay; antenna height above average terrain 811 ft. Granted July 15; announced July 21.

KMBC-TV Kansas City, Mo.—Midland Bcstg. Co. granted STA to operate commercially on vhf Ch. 9 (share-time) from July 14 to Jan. 14, 1954. Granted July 14; announced July 21.

WHB-TV Kansas City, Mo.—WHB Bcstg. Co. granted STA to operate commercially on vhf Ch. 9 (share-time) from July 14 to Jan. 14, 1954. Granted July 14; announced July 21.

KTLA (TV) Los Angeles—Paramount Television Productions Inc. granted CP to change ERP from 50.122 kw visual, 25.61 kw aural to 50.1 kw visual and 25.1 kw aural; change studio location to 720 N. Bronson; antenna height above average terrain 2,990 ft. Granted July 15; announced July 21.

KBES-TV Medford, Ore. — Southern Oregon Bcstg. Co. granted STA to operate commercially on vhf Ch. 5 from July 10 to Nov. 4. Granted July 10; announced July 21.

WCAN-TV Milwaukee, Wis.—Midwest Bcstg. Co. granted modification of CP for uhf Ch. 25 to change ERP to 195 kw visual, 107 kw aural; antenna height above average terrain 570 ft. Granted July 13; announced July 21.

KNOW-TV Monroe, La.—James A. Noe granted modification of CP for vhf Ch. 8 to change ERP from 175 kw visual, 88 kw aural to 229 kw visual and 88 kw aural; change studio location to transmitter site. Granted July 16; announced July 21.

WREX-TV Rockford, Ill.—Greater Rockford TV Inc. granted modification of CP for Ch. 13 to change ERP from 195 kw visual, 98 kw aural to 46.8 kw visual and 23.4 kw aural; change studio and transmitter location to Burritt Township, 1¾ miles N of Winnebago, near Rockford, Ill.; antenna height above average terrain 710 ft.; and waiver of Sec. 3.613(b) of the Commission's rules. Granted July 16; announced July 21.

WROM-TV Rome, Ga.—WROM-TV Inc. granted STA to operate commercially on vhf Ch. 9 from July 11 to Jan. 11, 1954. Granted July 10; announced July 21.

KTXL-TV San Angelo, Tex.—Westex Tele. Co. granted STA to operate commercially on vhf Ch. 8 from July 6 to Dec. 10. Granted July 3; announced July 21.

KEDD (TV) Wichita, Kan.—The C.W.C. Co. granted STA to operate commercially on uhf Ch. 16 from July 15 to Jan. 15, 1954. Granted July 3; announced July 21.

KIMA-TV Yakima, Wash.—Cascade Bcstg. Co. granted STA to operate commercially on uhf Ch. 29 from July 10 to Oct. 20. Granted July 10; announced July 21.

KIT-TV Yakima, Wash.—KIT Inc. granted modification of CP for uhf Ch. 23 to change ERP from 22 kw visual, 11 kw aural to 9.55 kw visual directional and 5.13 kw aural directional; antenna height above average terrain 961 ft. Granted July 16; announced July 21.

APPLICATIONS

WEAU-TV Eau Claire, Wis.—Central Bcstg. Co. seeks modification of CP for vhf Ch. 13 to change ERP from 52 kw visual, 26.5 kw aural to 59.05 kw visual and 29.53 kw aural; change studio and transmitter location to 2415 S. Hastings Way, Eau Claire; antenna height above average terrain 914 ft. Filed July 7.

KFBB-TV Great Falls, Mont. Buttrey Broadcast Inc. seeks modification of its CP for Ch. 5 to change ERP from 8.9 kw visual, 4.5 kw aural to 25.4 kw visual and 12.7 kw aural; change studio and transmitter location from 300 Central Ave., Great Falls to 2 miles West of city limits on U.S. Hwy. 89-91; antenna height above average terrain 237 ft. Filed June 29.

WILS-TV Lansing, Mich.—Lansing Bcstg. Co. seeks modification of its CP for Ch. 54 to change ERP from 25.5 kw visual, 13 kw aural, to 19.8 kw visual and 9.9 kw aural; antenna height above average terrain 363 ft. Filed June 16.

WCAN-TV Milwaukee—Midwest Bcstg. Co. seeks modification of CP for uhf Ch 25 to change ERP from 105 kw visual 56 kw aural to 196.4 kw visual and 106.2 kw aural; change transmitter location to Shroeder Hotel, Wisconsin Ave., between 5th & 6th, Milwaukee; antenna height above average terrain 597 ft. Filed July 6.

KMPT (TV) Oklahoma City, Okla.—KLPR TV Inc. seeks modification of its CP for Ch. 19 to change ERP from 91 kw visual, 49 kw aural to 196.5 kw visual and 104 kw aural; change transmitter location to 2.1 miles East of Britton, Okla.; antenna height above average terrain 956 ft. Filed June 29.

KPIC (TV) Salem, Ore.—Lawrence A. Harvey seeks modification of CP for uhf Ch. 24 to change ERP from 105 kw visual, 56 kw aural, to 164.1 kw visual and 88.7 kw aural; change transmitter location to Market Rd. East of Silverton on RFD Rt. 3 near Silverton; antenna height above average terrain 678 ft. Filed July 8.

WNOW-TV York, Pa.—H. J. Williams d/b as The Helm Coal Co. seeks modification of its CP for Ch. 49 to change ERP from 93 kw visual, 50 kw aural to 97.436 kw visual and 52.60 kw aural; antenna height above average terrain 660.68 ft. Filed June 29.

New AM Stations . . .

APPLICATIONS

Arlington, Tex.—Katherine M. Allred tr/as Mid-Cities Bcstrs., 1220 kc, 250 w daytime. Estimated construction cost $15,605, first year operating cost $48,000, revenue $60,000. Miss Allred is an insurance agent and 50% owner of Seven to Seventeen Shop, Ft. Worth, Tex. Post office address 2705 Simondale Dr., Ft. Worth. Filed June 24.

Beverly, Mass.—Sherwood J. Tarlow, 1540 kc, 250 w daytime. Estimated construction cost $14,715.59, first year operating cost $37,900, revenue $46,450. Mr. Tarlow owns WHIL Medford, Mass., and is 50% stockholder in Massachusetts Tele-radio Bcstg. Corp., applicant for uhf Ch. 44 in Medford. Post office address 432 Chestnut St., Newton, Mass. Filed July 3.

Plymouth, Wis.—G. P. Richards, 1420 kc, 500 w daytime. Estimated construction cost $11,400, first year operating cost $40,000, revenue $50,000. Mr. Richards is general manager of TV of Sheboygan Inc., applicant for uhf Ch. 59 at Sheboygan. Filed July 3.

Existing AM Stations . . .

ACTIONS BY FCC

WWJ Detroit, Mich.—The Evening News Assn. granted application to add additional tower in directional antenna system with FM and TV antenna mounted thereon. Granted July 22.

WESK Escanaba, Mich.—M & M Bcstg. Co. granted modification of CP to change antenna and transmitter location to Sheridan Rd. and change studio location to Ludington St. between 13th and 14th, Escanaba. Granted July 15; announced July 21.

WHYN Holyoke, Mass.—The Hamden-Hampshire Corp. granted application for modification of license to move studio from South Hadley Falls to Springfield, centralizing AM, FM and TV activities. Grant made on basis of applicant's representation that an auxiliary studio in Holyoke will be maintained and that programs of local interest to Holyoke will be continued. Granted July 22.

APPLICATIONS

WCHS Charleston, W. Va.—The Tierney Co. seeks CP to change transmitter location to 7½ miles of the center of Charleston. Filed June 16.

WHER Columbus, Miss.—J. W. Furr seeks modification of CP to change transmitter location to 2¾ miles W of Columbus on N side of Hwy. 82 and studio location to SE corner of Main and Fourth St. S. Filed June 26.

KID Idaho Falls, Idaho—Idaho Radio Corp. seeks modification of license to change studio location to outside city limits to consolidate AM and TV studios. Filed June 24.

APPLICATIONS AMENDED

WANA Anniston, Ala.—Edwin H. Estes and C. L. Graham d/b as Anniston Radio Co. amends application for modification of CP to change antenna, transmitter and studio location to Northwest corner of Leighton Ave. and 3rd St., Anniston. Filed July 8.

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Existing FM Stations . . .

APPLICATION

KWIL-FM Albany, Ore. — Central Willamette Bcstg. Co. seeks CP to move transmitter to 4 miles E of Albany, adjacent to N side of US 20, Ore.; change ERP to 600 w; move studio to Queen Ave. and Elm St., Albany. Filed July 8.

Ownership Changes . . .

ACTIONS BY FCC

WJAZ Albany, Ga. — James S. Rivers tr/as Southeastern Bcstg. System. Granted assignment of license to James S. Rivers (90%), Doris Rivers (10%) and Bruce Smith d/b as Radio Station WJAZ. For tax purposes. No consideration. Granted July 22.

KFYR-AM-TV Bismarck, N. D.—Meyer Bcstg. Co. Etta Hoskins Meyer, executor of estate of P. J. Meyer, granted transfer of control to herself as sole beneficiary of 2,430 shares out of 5,628 issued and outstanding shares of stock. Granted July 22.

WELP Easley, S. C.—Pickens County Bcstg. Co. J. Lake Williams granted consent to sell 72% of stock to Frances M. Brazzell for $36,000. President and Treasurer Cleautus O. Brazzell purchases 2% of stock for $1,000. Other principal is Vice President Joel N. Hinton (25%). Granted July 22.

WILO Frankfort, Ind.—Radio Frankfort granted assignment of construction permit to new partnership under same name consisting of **Stephen P. Bellinger** (28.5%), **Charles Vendever** (28.5%), **Joel W. Townsend** (7.1%), **Morris E. Kemper** (14.2%), **T. Keith Coleman** (14.5%) and **Ben H. Townsend** (7.1%). Jack H. Weideman has withdrawn from the partnership and his $5,000 capital is to be furnished by the remaining partners. Granted July 22.

WHEP Foley, Ala. — Howard E. Pill tr/as Alabama-Gulf Radio granted assignment of permit to Alabama-Gulf Radio Inc. for $30,000. Mr. Pill will own 99% of the stock and Ralph O. Howard and Katherine Pill Howard will own 1%. Granted July 13.

KRUX Glendale, Ariz.—Radio Arizona Inc. granted acquisition of negative control by Elizabeth R. and Timothy D. Parkman (37.5%) and Alice M. and Stanley N. Schultz (37.5%) through purchase of 24.8% of stock from Gene Burke Brophy for $3,627.52. Each family will then own 50% interest. Granted July 17.

KHMO Hannibal, Mo.—Courier-Post Pub. Co. granted assignment of license to James P. Bolling and Ada H. Bolling d/b as Bolling Bcstg. Co. for $130,000. Assignor's purpose is to comply with condition accompanying pending application to assign to Lee Bcstg. Inc. (WTAD) Quincy, Ill., permit for KHQA-TV (formerly KHMO-TV) Hannibal. Granted July 22.

WLEA Hornell, N. Y.—Hornell Bcstg. Corp. Kenneth Beckerman, Maxwell V. McCarthy and Thomas F. Kinney granted transfer of control to Charles D. Henderson by sale of 61.2% for $12,150. Mr. Henderson is treasurer and majority stockholder of Allen Eddy Pub. Co. and president and treasurer of State Printers. Granted July 22.

WBML-AM-FM Macon, Ga.—Middle Georgia Bcstg. Co. Allen M. Woodall (50%) and Howard E. Pill (50%) granted relinquishment of negative control to licensee by sale of 40% capital stock for $22,333. Principals would now include President **Allen M. Woodall** (26%), 20% owner WMOG Brunswick, 25% interest WRDW Augusta, 50% owner WDAK Columbus; Vice President **Howard E. Phil** (26%), 50% owner WDAK Columbus; Secretary-Treasurer **E. F. MacLeod** (6%). Granted July 22.

WGNR-AM-FM New Rochelle, N. Y.—Irving J. Roth, trustee in bankruptcy of New Rochelle Bcstg. Service Inc. granted assignment of license to Radio New Rochelle Inc. for $21,000 cash and assumption of mortgage of about $2,500 plus interest. Principals include President **James A. Iodice** (47.8%), half owner J. A. Iodice Assoc., radio advertising agency; Vice President **Lee Morrison** (23.5%), president WPAC Patchogue; Secretary **Don R. Iodice** (5.6%), half owner J. A. Iodice Assoc.; Treasurer **Morton Morrison** (17.4%), stockholder in WPAC. Granted July 22.

KFMB-AM-TV San Diego, Calif. — Wrather-Alvarez Bcstg. Inc. granted relinquishment of negative control by co-owners J. D. Wrather Jr. and Maria Helen Alvarez through issuance of new stock by licensee to Edward Petry & Co. Inc. Total of 285.67 shares are sold to Petry for $633,333, with option to purchase 142.83 shares more for $316,719. Petry will hold 22%; Mr. Wrather and Mrs. Alvarez each 39%. Granted July 22.

WIZZ Streator, Ill.—Streator Bcstg. Co. granted assignment of construction permit to new partnership under same name consisting of Stephen P. Bellinger (22.5%), Charles Vendever (22.5%), Joel W. Townsend (6%), Morris E. Kemper, (11.5%), T. Keith Coleman (14.5%), Ben H. Townsend (6%) and Vernon R. Nunn (20%). Jack H. Wiedeman has withdrawn from the partnership and his $5,000 capital is to be furnished by remaining partners except Vernon R. Nunn. Granted July 22.

KWAK Stuttgart, Ark.—Stuttgart Bcstg. Corp. Phillip G. Back and John F. Wills granted transfer of control to William Ross Beard and Melvin P. Spann by sale of 1,000 shares (50%) for $20,000. Mr. Spann, general manager and owner of 25% interest, will receive 250 shares as gift from Mr. Beard. Granted July 22.

APPLICATIONS

KTKR Taft, Calif.—Kenneth Aitken, George J. Tschumy Jr. and Ralph B. Smith d/b as Taft Bcstg. Co. request assignment of license to Kenneth Aitken, George J. Tschumy Jr. and John A. Smith d/b as Taft Bcstg. Co. No consideration involved. Gift of 24% from Ralph Smith to his stepson, John A. Smith. Filed July 3.

WWCO Waterbury, Conn.—William G. Wells, Marinus Koster and R. Sanford Guyer d/b as The Mattatuck Bcstg. Co. request assignment of license to corporation of the same name in which the partners will each own ⅓ interest. No consideration. Filed July 1.

WIAM Williamston, N. C.—James H. Gray Sr. and Charles R. Gray d/b as Martin County Bcstg. Co. request assignment of license to Charles M. Gaylord and W. H. Farrior Jr. d/b as East Carolina Bcstg. Co. for $30,000. Mr. Gaylord is general manager and Mr. Farrior is station manager of WIAM. Filed July 2.

Hearing Cases . . .

FINAL DECISIONS

Allentown, Pa.—New TV, uhf Ch. 67, Penn-Allen Bcstg. Co. (WFMZ-FM). FCC announced order making effective immediately initial decision granting application for new TV station on uhf Ch. 67. Order July 21.

Portland, Ore.—New TV, vhf Ch. 6. Mt. Hood Radio & TV Bcstg. Co. (KOIN). FCC announced order making effective immediately initial decision granting application for new TV station on vhf Ch. 6 and denied the competitive application of Pioneer Bcstg. Co. (KGW) without prejudice to Pioneer applying for consent to acquire negative control of Mt. Hood. Order July 16.

Sacramento, Calif.—New TV, uhf Ch. 40. Ashley L. Robinson and Frank E. Hurd d/b as Cal Tel Co. FCC announced order making effective immediately initial decision granting application for new TV station on uhf Ch. 40. Order July 16.

Trenton, N. J.—New TV, uhf Ch. 41. People's Bcstg. Co. (WTTM). FCC announced order making effective immediately initial decision granting CP for new TV station on uhf Ch. 41. Morrisville Bcstg. Corp. withdrew competitive application on June 16. Order July 21.

INITIAL DECISIONS

Beaumont, Tex.—New TV, vhf Ch. 6. Examiner Annie N. Huntting issued initial decision looking toward grant of application of KTRM Inc. (KTRM) for a new TV station on vhf Ch. 6 with ERP 35 kw visual and 18.7 kw aural, antenna height above average terrain 592 ft., and denied competitive applications of The Enterprise Co. (KRIC) and Beaumont Bcstg. Corp. (KFDM) for the same channel in Beaumont. Initial decision July 22.

Knoxville, Tenn.—New TV, vhf Ch. 6. Examiner Herbert Sharfman issued initial decision looking toward grant of application of Mountcastle Bcstg. Co. for a new TV station on vhf Ch. 6 with ERP 100 kw visual, 50 kw aural; antenna height above average terrain 930 ft. Initial decision July 16.

OTHER ACTIONS

WEAT Palm Beach, Fla.—James Robert Meachem granted petition for leave to amend application from 1490 kc, 250 w unlimited to 850 kc and 1 kw and for removal from hearing docket. FCC removed from hearing docket application of Indian River Bcstg. Co. which was consolidated with WEAT's application. Action July 21; announced July 22.

WOBT Rhineland, Wis.—Oneida Bcstg. Co. FCC scheduled hearing in Washington on Aug. 31 on application to change facilities from 1240 kc, 250 w unlimited to 980 kc, 1 kw unlimited. Action July 22.

KALM Alton, Mo.—Robert Neathery. FCC designated for hearing application for additional time to complete construction of new AM station authorized April 4, 1951, to operate on 1290 kc, 1 kw daytime. Action July 22.

Franklin and Corry, Pa.—New AM, 1370 kc. FCC scheduled hearing in Washington on Aug. 31 on competitive applications of Venango Bcstrs., Franklin, and Olivia T. Rennekamp, Corry, for new AM station 1370 kc, 500 w daytime. Action July 22.

Festus, Mo. and Chester, Ill.—New AM, 1450 kc. FCC scheduled hearing in Washington on Aug. 31 on competitive aplications of Jefferson County Radio & Tele. Co. (KJCF) Festus, and Cecil W. Roberts, Chester, for 1450 kc, 250 w unlimited. Action July 22.

Jefferson City and Columbia, Mo.—New AM, 950 kc. FCC scheduled hearing in Washington on Aug. 31 on competitive applications of Jerrell A. Shepard, Jefferson City, and Town and Farm Co., Columbia, for new AM station on 950 kc, 1 kw daytime at Jefferson City and 5 kw daytime, 1 kw night at Columbia. Action July 22.

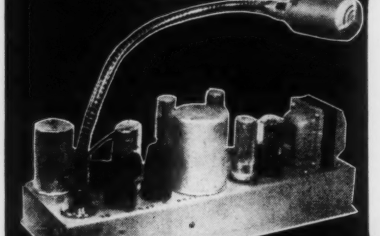
Wheatland, Wyo.—William C. Grove. FCC scheduled hearing in Washington on Aug. 31 on application for reinstatement of CP for new AM station on 800 kc, 1 kw daytime. Action July 22.

Opinions and Orders . . .

KZTV (TV) Reno, Nevada—Nevada-Radio TV Inc. By memorandum opinion and order, FCC granted application for modification of CP to change ERP from 3 kw visual and 1.5 kw aural to 2.7 kw visual, 1.4 kw aural; change studio and transmitter location to 770 E. Fifth St., Reno; and granted application for transfer of control through sale by Kenyon Brown of his 50% holding for $1,250 to Southwestern Pub. Co., licensee of KFSA-AM-FM Fort Smith, Ark., and permittee of KFSA-TV on uhf Ch. 22 at Fort Smith. Other 50% interest in KZTV is owned by Donald W. Reynolds, 66⅔% owner of Southwestern. FCC announced it had considered certain information which raised a question as to the qualifications of the applicant and in light of the facts now before it and in reliance upon the statements and assurances made to the Commission by the applicant it concluded that a grant of the applications would be in the public interest. Order July 16.

TV Processing—FCC on July 14 adopted a report and order for revising its procedure for processing applications for new TV stations in the light of the changed conditions resulting from one year of handling TV applications since the lifting of the freeze [See story, B•T, July 20].

FM Licensing—FCC on July 22 announced proposed amendments to Sections 1.320, 3.518 and 3.520 of its rules so that its licensing procedure for noncommercial educational FM stations will conform with that for AM and FM broadcast stations. This would be done by: (1) Fixing the



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license expiration date on a geographic instead of frequency basis, and (2) requiring renewal applications to be filed at least 90 (instead of 60) days prior to their expiration. Comments may be filed on or before Aug. 24. Order July 22.

FCC Procedures—FCC by order amended Part 0 of its rules to relieve the Broadcast Bureau Chief of filing minutes on actions taken by him under authority delegated to him. This information is obtainable in the License Division of that office and in other Commission records. Order July 22.

NARBA Notification . . .

FCC has issued the following changes, proposed changes and corrections in the assignment of foreign broadcast stations following notification by the respective countries pursuant to provisions of the North American Regional Broadcast Agreement. Listing includes call letters, location, power, hours of operation, class of station and commencement date.

CANADA

Change list No. 76, June 16, 1953

590 kc

CKRS Jonquiere, Que., 1 kw, assignment of call letters.

850 kc

CHRD Red Deer, Alberta, previously operating on 1230 kc, 250 w, 1 kw unl. directional night. Class II. 3-15-54.

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All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager-salesman, local Rocky Mountain station. Guaranteed $50 week plus 25% of profit. Reply Box 270X, B•T.

Manager for new 1 kw daytime, Tupelo, Miss., salary-commission. Must have proven ability. One announcer-copywriter; one personality announcer. Age 30 to 40. Write full details. E. O. Roden, Booneville, Miss.

Salesmen

Salesman. Experienced and of good habits. Southern city of 25,000. Livable guarantee against commission. Box 218X, B•T.

Salesman. Positive contract closer. Southern New England seacoast. Major network affiliate. Box 228X, B•T.

Salesman, not afraid of TV. Aggressive, promotion-minded, and mature for key sales position. Advancement guaranteed. Long established major network affiliate. Ideal market, best living conditions, medium sized city, up-state New York. Top organization, every benefit. Give complete resume. Confidential. Box 266X, B•T.

Want salesman who has two or three year earning record of $150 weekly average, but now wants more. Large mid-southern market. Indie. Send all details and pix in first letter. Box 293X, B•T.

Radio time salesman for combined TV-radio operation. Permanent established accounts. Earnings $400 to $600 per month. Opportunity for TV sales. Write Commercial Manager, Radio KCSJ, Pueblo, Colorado; full details, experience, photo, references.

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Ambitious announcer, capable, interested selling. Commission basis plus good salary. Telephone today. KPRK, Livingston, Montana.

Experienced time salesman who can graduate to commercial manager near future. Excellent market. WCMY, Ottawa, Illinois.

Experienced salesman in good non-competitive market. Good starting salary. Resort area. Contact Sales Manager, WHFB, Benton Harbor, Michigan.

Announcers

5 kw Montana CBS station accepting applications for announcer-copy writers. Employee benefits. Send full details first letter and audition tape. Box 151X, B•T.

Help Wanted—(Cont'd)

All-round experienced announcer. Send resumé. Texas network station. Box 182X, B•T.

Desire football announcer plus staff duties. Tell all. Experience required. Box 196X, B•T

Announcer with superior voice, interviewing ability, for station in important Texas market. Box 202X, B•T.

Play-by-play, sports and news reporter. Want man capable of handling one-man news-sports department fulltime. Salary commensurate with ability. Audition, photo, full details to Box 211X, B•T.

Humorous DJ. Fast-paced ad-lib funny comments on records. Jive-talk, impersonations well known voices, dialects. Opportunity Ohio station. Single. Box 234X, B•T.

Staff announcer for kilowatt independent, southwest. Experience not necessary, ability is. Pay above average. Box 260X, B•T.

Announcers. Two for new NBC operation in beautiful Michigan Upper Penninsula. One for established NBC operation in northeastern Wisconsin with TV application. Send tape, resume, photo, salary requirement to WMAN, Marinette, Wis. No drifters need apply. If you have versatility, let's hear it on your tape. Box 278X, B•T.

Announcer-chief engineer wanted for Alabama station. Must be good announcer. State salary desired in letter. Box 280X, B•T.

Need disc jockey for mornings who might also be PD. All music station. No hillbilly. Send 30 minute tape, pix, full information. Box 294X, B•T.

Are you good enough for 50 kw? Midwest metropolitan indie has unusual opportunity for news and music man. Send details and audition to Box 313X, B•T.

News-special events director to gather via phone, write, and air local news. Must make frequent use of tape recorder, handle newsreel show, inteviews and special events. Must have authoritative style. Illinois station, $70. Send disc or tape and full resume. Box 317X, B•T.

Experienced announcer for small town independent. Good living conditions. $62.50 per week. Send tape or disc to Manager KALT, Atlanta, Texas.

Salesman for permanent home in vacation wonderland. Salary. Commission. Some announcing. Unrestricted list. Immediately. Phone, wire KPRK, Livingston, Montana.

Immediate announcer opening. Experienced only. Apply now. WDSR, Lake City, Florida.

SALESMAN WANTED

To the man who has proven himself as a retail time salesman—has overcome all the sins common to personnel in the business— can finance himself to the job, we have a well paying position open. This is a tough, but saleable market. Apply to:—

John R. Livingston, **WPEO**
Peoria, Ill.

Help Wanted—(Cont'd)

Have opening for staff announcer. Typing necessary. State expected salary first letter. Radio Station WRRF, Washington, North Carolina.

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

Engineer diligent and dependable. South Texas city. Box 201X, B•T.

Chief engineer-announcer. Rural eastern station near vacation area. State age, salary expected, and work for last 5 years. Box 322X, B•T.

Engineer for AM transmitter operation with opportunity to work into TV. Car necessary. Contact Chief Engineer, WBCK, Battle Creek, Michigan.

One kilowatt educational FM station needs first class chief engineer interested in correlating training program for community college students. Good pay. WFBE, Oak Grove Campus, Flint, Michigan.

Engineer-announcer with ability to become chief engineer in group-owned stations. Good pay, modern equipment, excellent opportunity for advancement. WTUS, Tuskegee, Alabama.

WUSJ in Lockport, New York, has immediate opening for first ticket engineer. Transmitter, console. No announcing. $55 start. Contact Jack Gelzer, Manager.

Production-Programming, Others

Prolific copywriter who can produce smooth and persuasive copy wanted by network station in important Texas market. Box 200X, B•T.

Continuity writer for network affiliate. Additional opportunity to participate in programming on local level. Good copy and voice desired. Box 272X, B•T.

It's cool in Colorado. Continuity job now open at Radio KCOL, Fort Collins, Colorado.

Continuity writer. Energetic young man with some copywriting experience. Must be willing to work hard and able to work fast. Permanent position for right man. Send full details. WHEB, Portsmouth, New Hampshire.

Need continuity writer at eastern Pennsylvania independent. Permanent position with growing company. Brand-new station, excellent working conditions, good opportunity for advancement. Will train right person. Rush full particulars, age, radio or advertising background, and salary requirements to Manager, WLSH, Lansford, Pa.

Television

Texas TV applicant wishes to establish contact with well-trained TV personnel. Box 199X, B•T.

Salesmen

Experienced TV salesman to sell and service local accounts. Salary plus commission. Opportunity to become sales manager with new station going on air soon. Give resume and salary expected in first letter. Box 304X, B•T.

Salesman needed at once for Bakersfield, California, Channel 10, to go on air September. Fine earnings possible on salary and commission. Applicant must be available for personal interview at Bakersfield or New York. Contact Ed Urner, Sales Manager, KERO TV.

Account executive. Kansas City television station wants salesman preferably experienced in radio or television sales. **Excellent** working arrangements. **State experience,** personal data, and include recent photograph. **Replies** held in strict confidence. **Box 2267,** Kansas City, Missouri.

Announcers

Announcer with radio or TV background for established VHF television station, large market. Send resume and photo with first letter. Contact Box 321X, B•T.

Technical

New TV station needs technical directors, transmitter supervisor experienced TT5A, maintenance man, video control operators and other technical personnel. Include full details of background and experience. Box 276X, B•T.

First class ticket holder, video man for installation and operation. Contact Chief Engineer, KGBS-TV, Harlingen, Texas, stating experience, education and salary requirement.

Help Wanted—(Cont'd)

Production-Programming, Others

Educational TV production center offers a limited number of opportunities for producer-directors. Candidates must have showmanship, television control room experience, plus sensitivity to important subject matter. Box 275X, B•T.

Situations Wanted

Managerial

Manager. Strong on both sales and programming. Excellent background. Successful record. Box 209X, B•T.

Manager. Small-medium market. Opened present successful operation. 8 years experience. 36, married, veteran, thoroughly reliable. Prefer midwest, northwest. Box 217X, B•T.

General or commercial manager. Experience all phases broadcasting. Want to solve your problems. Box 263X, B•T.

Let's build bigger billing! Sales manager—for metropolitan market. Presently employed as station sales representative with outstanding sales record. For complete story, wire or write Box 264X, B•T.

Combination general manager and commercial manager desires position with progressive station. Experienced in rural and metropolitan market. 250 to 5000 watts. Excellent references. Box 265X, B•T.

Commercial manager of 1000 watt midwest independent desires change to promotional-minded station in the San Francisco Bay region. Ten years experience, 3 in commercial radio. No hotshot, a steady salesman-announcer. Box 269X, B•T.

Mr. Station Manager: Mature family man with 13 years experience in all phases of radio and TV wants position with sports-minded station. Play-by-play a specialty. Can also handle program director duties, news, special events, record shows, and write. Presently employed. Excellent references. Box 282X, B•T.

General manager, manager. Firm believer in sound economy. Gross more than doubled since assumption of managership at present small market, 1 kw station. Age 31, married, with 3 children. Past president, Jaycees; member, Lion's International; president, Sunday school class. Box 291X, B•T.

Managerial position desired. 4½ years creative local and network production-direction. Married; community conscious, college degrees. Excellent references. Box 305X, B•T.

Money, personnel, low billing headaches? Let's get together. Manager, experienced, all phases. Prefer small market and permanency. Box 306X, B•T.

Manager-salesman. 9 years experience. Currently employed in large successful Florida market. Excellent station references. Box 310X, B•T.

Station manager-chief engineer. 25 years experience, all phases. Prefer medium or small western or northwestern station. Want permanent connection. Personal interview. Can invest. Kidd, 9310 El Manor, Los Angeles 45, California.

Announcers

Staff announcer. Age 30. One year experience. Married, wife infanticipating. Desire permanent position within 250 miles N.Y.C. Easy, relaxed style. Control board. Tape or personal interview. Box 219X, B•T.

Announcer. No experience. Recent broadcasting school graduate. Can operate control board. Box 243X, B•T.

Five years experience, commercial radio, as staff announcer, program director, news editor. Good voice; draft exempt, conscientious, will prove asset to any organization. Details upon request. Box 274X, B•T.

Sportscaster-director, network play-by-play experience. Program director and sales experience, six years radio. Personal audition preferred. Available Sept. 1st. Box 277X, B•T.

Announcer. DJ, news. Radio school graduate. Beginner in field. Travel anywhere for start. Box 279X, B•T.

Announcer - engineer, 3 years experience all phases, married, in Rocky Mtn. area, desire more than $75 per week. Will travel. Box 281X, B•T.

Announcer. Light experience. Draft exempt. College graduate. Strong news, sports, DJ, commercials. Available Sept. 1. Box 283X, B•T.

Experienced announcer. Network, independent. College. Young. Draft exempt. Desire permanent relocation. Tape, photo. Box 284X, B•T.

Married, draft exempt, ambitious young man seeks permanent staff connection, news, sports, DJ specialty, operate board, experience light, good potential references, tape. Box 288X, B•T.

Situations Wanted—(Cont'd.)

Sportsman. 8 years experience, all phases play-by-play. Married. College graduate. Minimum $500. Box 290X, B•T.

Announcer, six years experience, diversified endeavors. Excellent local newswriting, reporting background. Extensive production experience; television training. Presently employed major market. Veteran, 26, married. Television or radio. Box 292X, B•T.

Announcer. Light experience, excellent potential. Handle control board for permanent station staff. Strong commercials, news. Mature, sober. Travel. Tape, resume. Box 295X, B•T.

Three years experience, seven years background, for Penna., Conn., Vt., and N. H. Top voice, good delivery. $65 plus and about or higher base. All inquiries answered in person. Available Sept. 7th. Box 296X, B•T.

Experienced staff announcer desires relocation to far west. Presently working at network affiliate. Tape on request. Box 297X, B•T.

Announcer-CBO. All phases, DJ, news, special events. Strong on commercials. Veteran, dependable, good voice, willing. 3rd phone. Seek New England area. Box 298X, B•T.

Mature voice. Strong on commercials, news. Board knowledge. Seeking permanent position. Prefer far west. Box 300X, B•T.

Announcer. 2 years experience. Presently PD. All-round staff man. Seeking job with future. Box 302X, B•T.

Top general announcer, 6 years experience Mutual, ABC, indies, deep network voice, seeks advancement. Box 308X, B•T.

Sportscaster, 6 years experience play-by-play football, basketball, baseball. Outstanding play-by-play, excellent voice, thorough knowledge of sports, reliable, accurate. Tape, top references. Box 309X, B•T.

Stable, reliable, young announcer seeking station with opportunity for development and advancement. Holder of 3rd class radio and telephone ticket. Box 312X, B•T.

Attention! Dave Collins available August 1st. 6 years DJ with proven sales record. Capable staff. Family man. Desires permanency. Photo, tape, resume available. Box 314X, B•T.

Sportscaster. College graduate. Veteran, 25. Three years play-by-play baseball, football, basketball at 1 kw station in 40,000 market. Desire move to larger city. Best references from station, sponsors, and team officials. Available after current baseball season. Box 315X, B•T.

Dependable, all-round staff man. Strong on sports. Can handle board. Box 316X, B•T.

Announcer. Young. Ambitious. Dependable. Good voice. Operate control board. For station staff, DJ, news, commercials. Move promptly. Resume, tape. Box 319X, B•T.

Colored announcer. A beautifully rich, deep, mature voice. Midwestern graduate. All phases of radio and TV. Announcing, personality DJ shows a "cinch." Photo and disc on request. Box 324X, B•T.

Announcer, director. Practical experience in radio and TV. College education. Good ideas. Sports, console, camera, etc. All-round TV man, including film. References. Good idea for children's show. Write 2205 Bluegrass Lane, Cincinnati 37, Ohio.

Staff announcer. Graduate of midwestern broadcasting school. Newscasting, DJ and control board. Single. Draft exempt. Robert Ahnell, 2654 Collins, Blue Island, Ill. Fulton 5-1007.

Experienced announcer. Single, draft exempt. Excellent references. Light control work. Bill DuBois, Rt. 1, Box 109, Red Wing, Minnesota.

Announcer, control board operator. Young, reliable. Station staff. Third class ticket. Available, travel. References, tape. Jerry Gaier, 160 Lewis St., Perth Amboy, N. J.

Situations Wanted—(Cont'd.)

Conscientious announcer. College graduate, married, draft exempt. Some experience, strong in music. David Hall, Ellison Bay, Wisconsin.

Announcer. Single, reliable, hard worker. Control board operator. Heavy news, DJ, commercials. Seeks permanent staff position. Travel, promptly. Resume, tape. Joseph Roberts, 135 Cypress Drive, Kings Park, N. Y.

Technical

Announcer. First phone, good voice, good commercial delivery. Minimum $75. Apartment 104, 1749 E Street, San Bernardino, California.

Chief engineer-manager. 25 years experience, construction, installation, recording, remotes, announcing, programming and sales. Excellent references. Personal interview. Western or northwestern. Can invest. Kidd, 9310 El Manor, Los Angeles 45, California.

Production-Programming, Others

Woman, nine years experience. Traffic, sales, programming, air work. TV experience. Permanent employment desired. Box 268X, B•T.

Reliable radio, TV copywriter, strong on sports, news, commercials. Experienced, draft exempt, single, will travel. Box 299X, B•T.

Here's how you can increase your sales. Try a man with over 3 years announcing experience who seeks position as PD. Contact Box 323X, B•T.

Attention, midwestern stations! Available sports program director. Six years experience, all phases radio including selling, play-by-play, all sports. Presently employed SD, PD. Box 326X, B•T.

Television

Salesmen

Young, married man, college graduate recently released from service. Strong radio background in sales and programming. Network TV training, experienced. Desire TV position west coast, but consider any reasonable offer. Box 287X, B•T.

Topflight salesman anxious to sell television. 4 years successful advertising sales. Missouri journalism. Veteran. Highest references. Box 318X, B•T.

Technical

Photographer with diversified background in news and illustration desires connection with progressive TV station. Opportunity as TV cameraman welcomed. 38, married, two children. H. M. Zalmanoff, 772 Harrison, Syracuse, New York.

Production-Programming, Others, etc.

Production manager-producer-director. Have directed over 115 different shows including network programs and a Peabody Award winner, 1952. Extensive sports remote experience, also training of production personnel. Can be an asset to your station. Available immediately. Finest references. Box 116X, B•T.

Attention TV stations. Can you use a TV personality who can direct, MC and write saleable low-budget shows? Telegenic. Versatile. 15 years sho-biz. Now on TV-radio in Hawaii. Available in 30 days. Box 206X, B•T.

Experienced television director-producer. Ten years radio, theater, news. NBC trained. Box 261X, B•T.

Producing hundred live shows weekly. Creative. Network, independent experience. Employed. Box 311X, B•T.

TV program director with 20 years experience in management, programming and sales, would like to make a change. Box 320X, B•T.

(Continued on next page)

STUDIO EQUIPMENT — RECORDING EQUIPMENT

Complete studio, control room, and recording equipment. Finest equipment, practically all new. Ideal buy for new television station.

This equipment is set up and can be seen operating in New York by appointment.

5 R.C.A. Tape Recorders
R.C.A. Console
4 Presto Tape Recorders
Fairchild Studio Recorder 523 J-L
4 Magna Corders P.T. 6-R
R.C.A. Rack for Jack Strips
2 Hermon Hosmer Noise Suppressors

This is a partial list. In addition there are all types of testing, recording, and speech equipment of every description.

Will Sacrifice at Quick Disposal

PHONE Miss Ada Kosow **Murray Hill 5-6090 New York, N. Y.**

XUM

For Sale

Stations

$5000 down takes Rocky Mountain local in single station non-TV market. Owner preoccupied other businesses. Reply Box 271X, B•T.

Midwest: 250 watt indie. Nets $20,000. Bills $60,000. Asking $50,000. Terms possible. Box 286X, B•T.

Equipment, etc.

Complete Western Electric 3 kw FM transmitter. Practically new. Also 400 feet 1⅝ 70 ohm coaxial line and 300 feet, 1⅝ 51.5 ohm coaxial. Transmitter complete except for studio equipment. Bargain. Box 230X, B•T.

Western Electric 5 kw AM transmitter. Stored Chicago area. Excellent for rebuilding for low-cost power increase, Conelrad transmitter, etc. $800. Box 235X, B•T.

New WE 640AA condenser microphone, 1095 amplifier, accessories. Cost $525, $395; WE 630A eight balls $65; Altec 633A dynamics $45; RCA 74B juniors $37.50; Shure 556 cardioids $30; Western 129A four channel pre amp, mounting and tubes cost $380, $175; Western 124E amplifier $50; Presto 900R1 tape recorder cost $350; $235. Box 289X, B•T.

One RCA four section aluminum FM pylon antenna, complete with matching harness. Knocked down, ready for shipment, uncrated. Price $500 fob, KXOK transmitter, Granite City, Illinois. Contact A. F. Rekart, KXOK, St. Louis, Missouri.

Minitape portable tape recorder equipped with American D-22 microphone—$190. WSOC, Box 2536, Charlotte, N. C.

Stancil-Hoffman minute tape recorder model M5A. Best offer. Brown, 1201 Brentwood, St. Louis, Missouri.

Wanted to Buy

Equipment, etc.

Need used three or four channel consolette in running condition. Also turntables with two regular speeds. Box 273X, B•T.

Used 96 jack (48 pair) patch panel. One unit or a combination of units. KVOP, Plainview, Texas.

Used studio control console. Dual channel preferred. Need immediately. Radio station WTOB, Winston-Salem, N. C.

Used console or mixer for film recording studio. Give description and price in first letter. Kent Lane, Inc., Louisville 3, Kentucky.

Miscellaneous

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Tex., phone 3-3901.

F.C.C. licenses quickly by correspondence. Grantham School of Electronics, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Salesmen

Salesman or Sales Manager of Proven Ability

At smaller city Ohio independent. Opportunities are large and family living conditions excellent. A conservative, high quality operation—newspaper owned. Let us hear from you, including your suggestions as to terms.

BOX 262, B•T

SALESMAN GO-GETTER

Good proposition for the right man. Write wire or call Dewey Long, Manager,

WABB
Mobile, Ala.

Help Wanted—(Cont'd)

Announcers

1,000 watt fulltime independent 250,000 market wants experienced man for morning and other show. Schedule flexible. Able to sell own show. Have car. Salary plus commission. Good proposition. Box 285X, B•T.

TOP RATED MAJOR MARKET upstate New York network station wants young staff man with DJ experience. Salary plus talent. Must be aggressive. Send picture and tape to Box 301X, B•T. All tapes returned to applicants.

Technical

CHIEF ENGINEER WANTED

UHF station—first in choice Springfield, Ill., market — desires chief engineer. Must be thoroughly experienced in overall TV station technical operation and maintenance of studio, control room and transmitter equipment. Excellent opportunity. Box 325X, B•T.

Production-Programming, Others

WANTED

Experienced merchandising and promotion manager. Must be able to work closely with commercial department and regional distributors and wholesalers. Excellent starting salary. One of the top stations in the nation. Send full details.

Box 174X, B•T

WANTED: PROMOTION MANAGER

Network-owned radio station in major Eastern market has an immediate opening for a self-starting promotion manager. He must be well grounded in sales presentations, audience promotion, research and exploitation, and should be able to make calls with the salesmen on occasion. He will be given a substantial budget and wide scope for his creative abilities. Station experience highly desirable. Send *complete* resume to

Box 327X, B • T.

Help Wanted—(Cont'd)

RADIO & TV DIRECTOR

We need a creative woman who has imaginative commercial ideas, plus the PROVEN ability to direct and produce those ideas effectively on the screen and air. Knowledge of fashion helpful but not imperative. Please send your resume to:

Patricia Wright
Morris B. Sachs Inc.
6638 S. Halsted
Chicago, Illinois

Television

Production-Programming, Others

NEW NETWORK-AFFILIATED TV STATION

NE section United States looking for program director. Essential must have been assistant program director or program director in smaller TV station. Also want commercial manager who has had radio or TV experience. Positions offer exceptional opportunity in one of the nation's major markets.

Reply Box 61X, B•T

EXPERIENCED TV PERSONNEL

WGEM-TV, Quincy, Illinois, Channel 10 permittee in new market needs experienced production director, film editor, projectionist, TV copywriter, salesmen and engineers. State age and experience in application. Quincy Broadcasting Company, Quincy, Illinois.

Situations Wanted

ACTIVE TV CONSULTANT

Are you prepared for your FCC hearing? Do your exhibits cover *every* phase of your proposed operation? My method is to move into your market and create the material you need for your best FCC exposition. I have just completed such an operation for two clients, involving ninety exhibits covering all phases of their projected TV stations. Currently available. I can offer numerous excellent trade references and several years background in stations and advertising agencies. *Box 328X, B•T.*

Wanted to Buy

WANTED - - - *PROGAR*

Langevin type 119-A Progar amplifier.

State condition and price.

Box 303X, B • T.

Employment Service

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE

Executive Personnel for Television and Radio
Effective service to Employer and Employee

HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

Want a *Better* Job in Radio?

Then list with us now. We have immediate openings in all parts of the country. Just write, or wire: SOUTHERN RADIO PRODUCTIONS, Personnel Division, 617 Peters Bldg., Atlanta, Georgia.

910 kc

CHRL Roberval, Que., previously operating on 1340 kc, 250 w, 1 kw unl. directional night. Class III. 3-15-54.

1080 kc

CHED Edmonton, Alberta, 1 kw, assignment of call letters.

1230 kc

CFHR Hay River, N.W.T., previously operating with 100 w, 250 w unl. Class IV. Immediately.

1270 kc

(New) St. Joseph d'Alma, Que., 1 kw unl., directional night. Class III. 3-15-54.

1280 kc

(New) Montreal, Que., 5 kw unl. directional. Class III-A. 3-15-54.

1340 kc

CJQC, Quebec, Que., 250 w, change in call letters from CJNT.

1400 kc

CKRB St. Georges, Que., 250 w, assignment of call letters.

1490 kc

CFHR Hay River, N.W.T., deleted, assignment on 1230 kc.

1600 kc

CHVC Niagra Falls, Ont., increase in night power. 5 kw unl., directional night. Class III. 3-15-54.

Routine Roundup . . .

July 16 Decision

By Commission En Banc

McFarland Letter

KTVW (TV) Wichita Falls, Tex., White Television Co — Is being advised that application (BMPCT-1146) requesting extension of time to Jan. 5, 1954, to complete new TV station to operate on Ch. 20, which was authorized Nov. 5, 1952, cannot be granted at this time on basis of information supplied.

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer

Granted Petition

Michiana Telecasting Corp., Notre Dame, Ind.—Granted petition for extension of time until June 16, 1953, to file its reply to motion to enlarge issues filed by South Bend Bcstg. Corp., South Bend, Ind. (Docket 10535; BPCT-1431 et al). (Action 7/10).

Petition Dismissed

American Colonial Bcstg. Corp., San Juan, P. R.—Dismissed as moot petition of July 3, 1953, for leave to amend its TV application; subject application was dismissed on July 7 (Docket 10437; BPCT-1036) (Action 7/10).

Miscellaneous

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.

WANTED
TOP SYNDICATED FILMS
FOR SALE TO TV ACCOUNTS
•
Features - Shorts - Variety
•
Offer to Principals Only
Send Full Details with Lists
in First Letter, Please
Contact . . . Now
North American
Enterprises Inc.
Program Division
CLEVELAND 18, OHIO
YEllowstone 2-0095

Versluis Radio & Television Inc., Muskegon, Mich.—Denied petition to intervene in proceeding re applications of Music Bcstg. Co. (Docket 10552, BPCT-1275) and W. S. Butterfield Theatres Inc. (Docket 10553, BPCT-1502) each requesting CP for new TV station to operate on Ch. 23 in Grand Rapids, Mich. (Action 7/14).

By Hearing Examiner Benito Gaguine

Granted Petition

Montgomery Bcstg. Co., Montgomery, Ala.—Granted petition for leave to amend its application for CP for new TV station (Docket 10573; BPCT-670); amendment is merely corrective in nature (Action 7/14).

Pre-hearing Conference

Ordered pre-hearing conference in proceeding re applications of Southern Bcstg. Co. (Docket 10575, BPCT-683) and Southern Enterprises (Docket 10576, BPCT-1051) each requesting CP for new TV station on Ch. 32 in Montgomery, Ala.; conference to be held at 10:00 a.m., July 31, 1953 (Action 7/14).

Hearing Continued

KBIG Avalon, Calif., John Poole Bcstg. Co.—Upon request of Columbia Bcstg. System Inc. of California, and without objection thereto by other parties, hearing scheduled to commence on July 20, 1953, in this matter was continued to 10:00 a.m., Aug. 3, 1953 (Action 7/13). (Docket No. 10536).

By Hearing Examiner H. B. Hutchison

Notice of Hearing

Marshall Formby, Spur, Tex.—Notice is given that hearing in this matter (Docket 9710, BP-7577) will be held at 10:00 a.m., Sept. 14, 1953, in Washington, D. C.

By Commissioner John C. Doerfer

Ordered to Preside

KDIA Auburn, Calif., Diamond H Ranch Bcstrs.—Ordered that Elizabeth C. Smith preside at hearing in this matter (Docket 10405; BR-2544), scheduled for 10:00 a.m., August 13, 1953, at Auburn, Calif.

By Hearing Examiner Herbert Sharfman

Granted Petition

Mountcastle Bcstg. Co., Knoxville, Tenn. — Granted petition for leave to amend its TV application (Docket 10510, BPCT-813) in various respects.

By Hearing Examiner Fanney N. Litvin

Pre-hearing Conference

Ordered pre-hearing conference in proceeding re applications of The Brush-Moore Newspapers Inc. (Docket 10272, BPCT-264) and Stark Bcstg. Corp. (Docket 10273, BPCT-949) each requesting CP for new TV station on Ch. 29 in Canton, Ohio; conference to be held in Room 1081 Temporary "T" Bldg., Washington, D. C., at 10 a.m., July 17, 1953.

By Hearing Examiner Basil P. Cooper

Extension of Time

Tampa Times Co., Orange Television Bcstg. Co., Tampa Television Co., Tampa, Fla.—Granted requests for extension of time from Aug. 3 to Aug. 10, 1953, for filing "Reply and Supplemental Findings and Conclusions of Law," and counsel for each party may file "Counter Reply" on or before Aug. 20, 1953 (Docket 10253, BPCT-468 et al).

By Hearing Examiner H. Gifford Irion

Hearing Continued

Versluis Radio & Television Inc., Muskegon, Mich.—Ordered that the further hearing now scheduled for 9:00 a.m., July 16, 1953, be continued until 4:00 p.m., July 16, 1953.

July 16 Applications

ACCEPTED FOR FILING

Modification of CP

KCMR McCamey, Tex., Sprayberry Bcstg. Co.—Mod. CP (BP-8530) which authorized new AM, for approval of ant., trans. and studio location. Amended to change ant., trans. and studio location (BMP-6135 amended).

WOI-FM Ames, Iowa, Iowa State College of Agriculture & Mechanical Art—Mod. CP (PBCT-214) as mod., which authorized changes in noncommercial educational FM station, for extension of completion date (BMPED-266).

WOI-TV Ames, Iowa, Iowa State College of Agriculture & Mechanical Arts—Mod. CP (BPCT-974) as mod., which authorized changes in facilities of existing commercial TV station, for extension of completion date from 7/11/53 to 1/11/54 (BMPCT-1229).

KFOR-TV Lincoln, Neb., Cornbelt Bcstg. Corp.—Mod. CP (BPCT-811) as mod., which authorized new commercial TV station, for extension of completion date from 8/18/53 to 1/1/54 (BMPCT-1231).

WTVR (TV) Richmond, Va., Havens & Martin Inc.—Mod. CP (BPCT-602) as mod., which authorized changes in facilities for existing station, for extension of completion date from 8/12/53 to 2/1/54 (BMPCT-1232).

Amendment

WPMP Pascagoula, Miss., Crest Bcstg. Co.—CP to change frequency from 1580 kc to 1540 kc; increase power from 250 w to 1 kw and install new trans. Amended to add contingent on WKXY changing frequency to 1580 kc (BP-8751 amended).

Remote Control

Following stations request to operate transmitters by remote control:

KBON Omah, Nev., Inland Bcstg. Co. (BRC-123); WSAU Wasuau, Wis., WSAU Inc. (BRC-121).

Renewal of License

Following stations request renewal of license:

KMLW Marlin, Tex., Falls County Public Service (BR-2806); KABC San Antonio, Tex., Alamo Bcstg. Co. (BR-412), KUHF-FM Houston, Tex., U. of Houston (BRED-69).

Application Returned

Public Information Corp., Durham, N. C., Ch. 46—Application returned 7/13/53 in accordance with Commission order of 6/26/53 making final grant of 2/25/53 to T. E. Allen & Sons Inc.

July 20 Applications

ACCEPTED FOR FILING

Amendment

KIVY Crockett, Tex., The Pioneer Bcstg. Co.—CP to change frequency from 1570 kc to 1290 kc; increase power from 250 w-D to 500 w-D; change type trans. and make changes in ant. system. Amended to change name to James H. Gibbs tr/as The Pioneer Bcstg. Co. (BP-8646 amended).

Modification of CP

KBMI Henderson, Nev., Moritz Zenoff—Mod. CP (BP-8687) which authorized new AM, to change trans. and studio locations and change type trans. (BMP-6249).

License to Cover CP

KMAK Fresno, Calif., The McMahan Co.—License to cover CP (BP-8522) which authorized new AM. (BL-5066).

WSLS Roanoke, Va., Shenandoah Life Stations Inc.—License to cover CP (BP-8272) which authorized changes in DA pattern for D operation (BL-5064).

Renewal of License

Following stations request renewal of license:

KCKY Coolidge, Ariz., Gila Bcstg. Co. (BR-2128); KWJB Globe, Ariz., Gila Bcstg. Co. (BR-973); KGAN Kingman, Ariz., J. James Glancy (BR-2382); KTYL Mesa, Ariz., Harkins Bcstg. Inc. (BR-1459); KRAM Las Vegas, Nev., Boulder City Bcstg. Co. (BR-1973); KLAS Las Vegas, Nev., Las Vegas Bcstrs. Inc. (BR-1852); KOH Reno, Nev., McClatchy Bcstg. Co. of Nevada (BR-742); KVSF Santa Fe, N. Mex., Santa Fe Bcstg. Co. (main and auxiliary) (BR-840); KVOG Ogden, Utah, United Bcstg. Co. (BR-1936); KNAK Salt Lake City, Utah, Granite District Radio Bcstg. Co. (BR-1214); KUTA Salt Lake City, Utah, Utah Bcstg. & TV Co. (main) (BR-971); KGOS Torrington, Wyo., Joseph P. Ernst (BR-2463); KWOR Worland, Wyo., Joseph P. Ernst (BR-1237).

July 21 Decisions

BY THE BROADCAST BUREAU

Actions of July 20

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WESK Escanaba, Mich.; WHUN Huntingdon, Pa.; WSAU Wausau, Wis.; KRUS Ruston, La.; WKVA Lewistown, Pa.

Actions of July 17

Extension of Completion Date

WTVR Richmond, Va., Havens & Martin Inc.— Granted extension of completion date to Feb. 1, 1954 (BMPCT-1232).

WOI-TV Ames, Iowa., Iowa State College of Agr. & Mech. Arts—Granted extension of completion date to Jan. 11, 1954 (BMPCT-1229).

KFOR-TV Lincoln, Neb., Cornbelt Broadcasting Corp.—Granted extension of completion date to Jan. 1, 1954 (BMPCT-1231).

Actions of July 15

Granted License

WCSH Portland, Me., Congress Square Hotel Co.—Granted license for aux. trans. (BL-5011).

KASL Newcastle, Wyo. Newscastle Broadcasting Co.—Granted license for AM station; 1240 kc, 250 w unl. (BL-5058).

Granted CP

WDSR Lake City, Fla., Deep South Radioways—Granted CP to install new trans. (BP-8930).

Modification of CP

WARB Covington, La., A. R. Blossman Inc.— Granted Mod. CP for approval of ant., trans. and studio locations, and change type of trans.; engineering condition (BMP-6214).

Extension of Completion Date

WCAR Detroit, Mich., WCAR Inc.—Granted extension of completion date to 2/11/54 (BMP-6252).

WOSH-TV Oshkosh, Wis., Oshkosh Broadcasting Co.—Granted extension of completion date to 1/26/54 (BMPCT-1226).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WFGM Fitchburg, Mass.; KNEA Jonesboro, Ark.; WCRA Effingham, Ill.; WDSR Lake City, Fla.; WPAR Parkersburg, W. Va.; WOL Washington, D. C.; and WOL Synch. Amplifier; **WLOG Logan, W. Va.; WLCM Lancaster, S. C.; WITH Baltimore, Md.; KSMO Salem, Mo.; WLEX Lexington, Ky.**

Actions of July 14

Granted License

WROV-FM Roanoke, Va., Radio Roanoke Inc.— Granted license covering changes in FM station (BLH-897).

WJLS Beckley, W. Va., Joe L. Smith Jr. Inc.— Granted license covering changes in facilities; 560 kc. 500 w-N-5 kw-LS, DA-N, unl., (BL-5036).

WMSC Columbia, S. C., Marseco Broadcasting Corp.—Granted license for new trans. (BL-5054).

KTLO Mountain Home, Ark., Mountain Home Broadcasting Corp.—Granted license for AM station; 1490 kc, 250 w-unl. (BL-5017).

Extension of Completion Date

The following were granted extension of completion dates as shown:

KMYC Marysville, Calif. to 8/12/53; **WTMJ-TV Milwaukee, Wis.** to 10/11/53; **WEEU-FM Reading Pa.** to 9/15/23.

Remote Control

The following stations were authorized to operate transmitters by remote control:

WPAR-FM Parkersburg, W. Va.; WOL-FM Washington, D. C.; WLOG-FM Logan, W. Va.

Actions of July 13

KLIF Dallas, Texas, Trinity Broadcasting Corp. —Granted license covering use of aux. trans. as alternate main at night (BL-5048).

July 21 Applications

ACCEPTED FOR FILING

Modification of CP

WFLR Tallahassee, Fla., WASP Inc.—Mod. CP (BP-8190) which authorized new AM, for approval of ant., trans. location as 2¼ miles north of state capitol and west of Meridian Rd., Tallahassee, and specify main studio location as 600 North Munroe, Tallahassee. (BMP-6258).

WBEN-TV Buffalo, N. Y., WBEN Inc.—Mod. CP (BPCT-647) as mod., which authorized changes in existing station for extension of completion date from 8/12/53. (BMPCT-1239) (main).

WBTM-TV Danville, Va., Piedmont Bcstg. Corp. —Mod. CP (BPCT-643) which authorized new commercial TV, for extension of completion date from 8/17/53 to 2/1/54. (BPMCT-1241).

Renewal of License

Following stations request renewal of license: **KVOA Tucson, Ariz.,** Ariz. Bcstg. Co. (main and aux.) (BR-7558); **KCNA Tucson, Ariz.,** The Catalina Bcstg. Co. (BR-1525); **KYUM Yuma, Ariz.,** Yuma Bcstg. Co. (BR-1050); **KID Idaho Falls, Ida.,** Ida. Radio Corp. (BR-743); **KLIX Twin Falls, Ida.,** Southern Ida. Bcstg. & TV Co. (main) (BR-1395); **KALG Alamogordo, N. Mex.,** William Wayne Phelps (BR-2485); **KWAL Wallace, Ida.,** Silver Bcstg. Co. (BR-1038); **KOAT Albuquerque, N. Mex.,** Alvardo Bcstg. Co. (BR-1386); **KGGM Albuquerque, N. Mex.,** N. Mex. Bcstg. Co. (BR-714); **KSVP Artesia, N. Mex.,** Artesia Bcstg. Co. (BR-1418); **KCLV Clovis, N. Mex.,** New-Tex Bcstg. Inc., (BR-2708); **KFUN Las Vegas, N. Mex.,** Southwest Bcstrs. Inc. (BR-1166); **KRSN Los Alamos, N. Mex.,** Alvarado Bcstg. Co. (BR-2401); **KSIL Silver City, N. Mex.,** Southwest N. Mex. Broadcast Corp. (BR-1310); **KMUR Murray, Utah,** Oral J. Wilkinson (BR-2198); **KOPP Ogden, Utah,** KOPP Inc. (BR-1768; **KDYL Salt Lake City, Utah** (main and aux.) (BR-133); **KBIO Burley, Ida.,** KBIO Inc. (BR-1307); **KJRL Pocatello, Ida.,** Radio & TV Bcstg. of Ida. (BR-2083); **KWIK Pocatello, Ida.,** Eastern Ida. Bcstg. & TV Co. (BR-1347); **KWEW Hobbs, N. Mex.,** KWEW Inc. (BR-972); **KPHO-TV Phoenix, Ariz.,** Meredith Engineering Co. (BRCT-66); **WMAR-TV Baltimore, Md.,** The A. S. Abell Co. (BRCT-8); **WAAM (TV) Baltimore, Md.,** WAAM Inc. (BRCT-14).

July 22 Decisions

By Commission En Banc

McFarland Letter

Clarksville Bcstg. Co., Clarksville, Tenn., Joe N. Macke, Dickson, Tenn.—Are being advised that their applications for new AM stations are mutually exclusive and indicate necessity of hearing. Both seek to operate on 1260 kc, D; Macke with 1 kw (BP-8876) and Clarksville with 500 w (BP-8762).

KIFN Phoenix, Ariz., Western Bcstg. Co., KOAT Albuquerque, N. Mex., Alvarado Bcstg. Co.—Are being advised that their applications to operate on 860 kc involve engineering considerations which indicate necessity of hearing. KIFN, which has CP to operate on 860 kc with 1 kw, D, seeks unl. operation (BMP-6194); KOAT seeks to change from 1240 kc, 250 w, unl., to 860 kc 500w, 1 kw-LS, unl. (BP-8782).

WPAC Patchogue, N. Y., Patchogue Bcstg. Co. —Is being advised that application to increase power on 1580 kc from 250 w to 1 kw, D, involves engineering considerations which indicate necessity of hearing (BP-8525).

Waived Rules

KID Idaho Falls, Ida., Idaho Radio Corp.— Waived rules and granted application for Mod. of license to move main studio outside city limits (BML-1548).

Denied Petition

WJDA Quincy, Mass., South Shore Bcstg. Co.— Denied petition requesting that WVDA Boston, be required to change its call letters. Commission doesn't think confusion seems likely.

Renewal of License

The following stations were granted renewal of licenses for the regular period:

KDET, Center, Texas; KECK, Odessa, Texas; KFDR, Grand Coulee, Wash.; KFTV, Paris, Texas; KFYO, Lubbock, Texas; KHBR, Hillsboro, Texas; KIMP, Mt. Pleasant, Texas; KITE, San Antonio, Texas; KNAF, Fredericksburg, Texas; KOLJ, Quanah, Texas; KPDN, Pampa, Texas; KRBA, Lufkin, Texas; KRIO, McAllen, Texas; KRRV, Sherman, Texas; KTLW, Texas City, Texas; KVIC, Victoria, Texas; KVKM, Monahans, Texas; KWBC, Ft. Worth, Texas; KWKC, Abilene, Texas; WTAW, College Station, Texas; KJBC, Midland, Texas; KDNT and KDNT-FM, Denton, Texas; KEPO, El Paso, Texas; KOCA, Kilgore, Texas; KOSA, Odessa, Texas; KPAN, Hereford, Texas; KRGV, Weslaco, Texas; KSPA, Santa Paula, Calif.; KTAE, Taylor, Texas; KTBB, Tyler, Texas; KTER, Terrell, Texas; KVMC, Colorado City, Texas, WIDE, Biddeford, Maine; WRAK & Alt. Williamsport, Pa.; WSAU, Wausau, Wis.; WSGC, Elbertson, Ga.; KRIC-FM, Beaumont, Texas.

Returned Applications

Returned applications for TV station license renewals of WDTV, Pittsburgh, Pa. (BRCT-99); WMCT, Memphis, Tenn. (BRCT-24); WAVE-TV, (BRCT-74) and WHAS-TV (BRCT-72) both of Louisville, Ky., because same concern operation on channels no longer assigned. Stations are operating with STA on new channels specified in show cause orders issued as result of revised table of TV frequency allocations for which licenses may be applied for upon completion of authorized construction.

Renewal of License

Granted renewal of license of WGAL-TV, Lancaster, Pa. (BRCT-50), subject to grant being withdrawn upon determination of proceedings involving applications of WGAL Inc (BPCT-910), and Peoples Bcstg. Co. (BPCT-645). (Peoples has appealed to Court grant to WGAL to operate on Ch. 8).

Actions on Motions

The following actions on motions were taken as indicated:

By Commissioner John C. Doerfer

KRLW Walnut Ridge, Ark., Southern Baptist College—Granted petition to accept its late appearance in proceeding re its application (Docket 10547; BP-8372).

KBIG Avalon, Calif., John Poole Bcstg. Co.— Granted petition, as mod., for extension of time to and including July 27, 1953, within which a reply to motions to enlarge issues filed by CBS and KMPC in re (Docket 10536; BL-4897).

WMBD Inc., Peoria, Ill.—Granted petition for extension of time to July 17, 1953, within which to file opposition to petition of WIRL Tele. Co. to change issues in Docket 10541 et al. (Action taken 7/15/53).

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By Hearing Examiner H. Gifford Irion

H. L. Hunt and Coastal Bend Tele. Co., Corpus Christi, Texas—Continued conference in re proceeding in Dockets 10577-78, from July 31 to Aug. 5, 1953. Session on that date will consist solely of hearing conference at which no testimony will be taken. (Action of 7/21/53).

Gulf Coast Bcstg. Co. and Baptist General Convention of Texas, Corpus Christi, Texas—Ordered continuance from July 24 to Aug. 3, 1953 of formal hearing conference. Session on that date will consist solely of hearing conference at which no testimony will be taken (Action of 7/16/53).

Versluis Radio & Tele. Inc., Muskegon, Mich.—Continued indefinitely session scheduled for July 16, 1953 in re (Docket 10442; BPCT-1208), by agreement among the parties. (Action of 7/16/53).

By Hearing Examiner James D. Cunningham

Eugene Television Inc., Eugene, Ore.—Ordered that subsequent course of hearing to be resumed on Aug. 3, 1953 in re (Doc. 10571; BPCT-1231), shall be governed by statements and provisions made at conference held on July 13, 1953. (Action of 7/17/53).

Eugene Television Inc., Eugene, Ore.—On Commission's own motion, ordered that Vol. 1 of official report of proceedings in re (Docket 10571) be corrected in various respects. (Action of 7/16/53).

By Hearing Examiner Basil P. Cooper

Received in evidence and made part of record in proceeding in re Teleanserphone Inc. and Robert C. Crabb (Dockets 9847-48), stipulation and affidavits and engineering exhibit, and ordered record closed. (Action of 7/15/53).

By Hearing Examiner Elizabeth C. Smith

Ordered that filing of proposed findings and conclusions in re applications of Westinghouse Radio Stations, Inc., et al, for Ch. 8 in Portland, Ore. (Docket 9138 etc.), shall be in conformity with stipulation heretofore agreed upon, and all proposed findings and conclusions shall be set forth in serially numbered paragraphs with appropriate citations.

Granted petitions filed by Columbia Empire Telecasters Inc. and Northwest Tele. and Bcstg. Co., Portland, Ore. (Dockets 10247 etc) for corrections to be made to transcript in this proceeding.

Ordered that time in which to file proposed findings in re applications of Oregon Television Inc., Portland, Ore., et al (Docket 10246, etc.) be extended to July 31, 1953. (Action taken 7/17/53).

Remote Control

Following stations request to operate transmitters by remote control:

WIPB Macon, Ga., The Peach State Bcstg. Co. (BRC-126); KELY Ely, Nev., White Pine Bcstg. Co. (BRC-125); WYVE Wytheville, Va., Wythe County Bcstg. Co. (BRC-127); WRAK-FM Williamsport, Pa. WRAK Inc., 301-A application (BRCH-41); WEAU-FM Eau Claire, Wis., Central Bcstg. Co., 301-A application (BRCH-40).

APPLICATIONS RETURNED

Transfer of Control

WMLS Sylacauga, Ala., Marble City Bcstg. Co.—Voluntary transfer of control of licensee corp. from Edward J. Smith and Richard L. Scroggins to Curtis O. Liles.

WJGM Fitchburg, Mass., The Wachusett Bcstg. Corp.—Voluntary transfer of control of licensee corp. from Ansel E. Gridley to Francis D. Edes, Martha M. Edes, Donald L. Coleman Jr., Albert E. Keleher Jr. and David Myers.

Modification of CP

KIMA Yakima, Wash., Cascade Bcstg. Co.—Mod. CP (BP-8704) which authorized increase in power, install new trans. and DA for night use, make changes in ant. system and change trans. location (coordinates only) to change type trans.

July 22 Applications

ACCEPTED FOR FILING

Modification of CP

KCLS Flagstaff, Ariz., Saunders Bcstg. Co.—Mod. CP (BP-8383) which authorized change in frequency, increase power, change hours of operation, change type trans. and make changes in ant. system, to make changes in ant. system. (BMP-6259).

WINZ Hollywood, Fla., Hollywood Bcstg. Co.—Mod. CP (BMP-3205) as mod., which authorized increase power, installation of new trans., make changes in DA and move studio location, for extension of completion date. (BMP-6260).

WSPN Saratoga Springs, N. Y., Spa Bcstrs. Inc.—Mod. CP (BP-6808) as mod., which authorized new AM, for extension of completion date. (BMP-6261).

KIDO-TV Boise, Ida., KIDO Inc.—Mod. CP (BPCT-880) which authorized new commercial TV, for extension of completion date from 8/23/53 to 2/23/54. (BMPCT-1245).

WMAR-TV Baltimore, Md., The A. S. Abell Co.—Mod. CP (BPCT-866) which authorized changes in existing station, for extension of completion date from 9/7/53 to 12/7/53. (BMPCT-1247).

WJTV (TV) Jackson, Miss., Miss. Publishers Corp.—Mod. CP (BPCT-719) as mod. which authorized new commercial TV, for extension of completion date from 8/12/53 to 2/12/54. (BMPCT-1244).

WAZL-TV Hazleton, Pa., Hazleton TV Corp.—Mod. CP (BPCT-481) which authorized new commercial TV, for extension of completion date from 8/17/53 to 2/28/54. (BMPCT-1246).

WABL Columbia, Miss., Southwestern Bcstg. Co. of Miss.—Mod. CP (BP-8516) which authorized new AM, for approval of ant., trans. location as W. Side of Hwy. (old) No. 13 and approx. 1.5 miles northwest of center of Columbia, Miss. and change type trans. (BMP-6265).

WMDL Meyersdale, Pa. WJAC Inc.—Mod. CP (BP-8322) which authorized new AM, for approval of ant., trans. location as On Hwy. toward Berlin, Pa., 0.25 mile East of City limits of Meyersdale, Pa. (BMP-6263 resubmitted).

KNX-FM Hollywood, Calif., Columbia Bcstg. System Inc.—Mod. CP (BPH-1808) which authorized changes in licensed station, for extension of completion date. (BMPH-4834).

KFDX-TV Wichita Falls, Tex., Wichtex Radio & TV Co.—Mod. CP (BPCT- 722) which authorized new commercial TV, for extension of completion date from 8/17/53 to 10/17/53. (BMPCT-1250).

License to Cover CP

WFAX Falls Church, Va., Lamar A. Newcomb—License to cover CP (BP-8163), as mod., which authorized increase in power and change type trans. (BL-5067).

WWSC Glens Falls, N. Y., Great Northern Radio Inc.—License to cover CP (BP-8654) which authorized change in trans. location and change in type trans. (BL-5068).

WNEX-FM Macon, Ga., Macon Bcstg. Co.—License to cover CP (BPH-1854) which authorized changes in licensed station. (BLH-906).

KVTV(TV) Sioux City, Iowa, Cowles Bcstg. Co.—License to cover CP (BPCT-1078) which authorized new commercial TV, and to change studio location to 614 Pierce St., Sioux City, Iowa. (BLCT-140).

WCCO-TV Minneapolis, Minn., Midwest Radio-TV Inc.—License to cover CP (BPCT-788) as mod., which authorized changes in existing commercial TV. (BLCT-141).

WPFP Park Falls, Wis., Radio Station WIGM Inc.—License to cover CP (BP-8544) as mod., which authorized new AM. Amended to change name of applicant to M & N Bcstg. Co. (BL-5057 amended).

Renewal of License

Following stations request renewal of license:

KGPH Flagstaff, Ariz., The Frontier Bcstg. Co. (resubmitted) (BR-2595); KCLS Flagstaff, Ariz., Saunders Bcstg. Co. (BR-2501); KOLE Port Arthur, Tex., Port Arthur Bcstg. Co. (BR-1514); KAND Corsicana, Tex., Alto Inc. (BR-925); KTXL San Angelo, Tex., Westex Bcstg. Co. (BR-1780); KGKL San Angelo, Tex., Lewis O. Seibert (BR-738); KFBC Cheyenne, Wyo., Frontier Bcstg. Co. (BR-2010); KOWB Laramie, Wyo., The Snowy Range Bcstg. Co. (BR-1924 resubmitted); WBRY Waterbury, Conn., American-Republican Inc. (BR-1022); KVNI Coeur d'Alene, Ida., Coeur d'Alene Bcstg. Co. (BR-1980); KPST Preston, Ida., Voice of the Rockies Inc. (BR-2137); KRXK Rexburg, Ida., Snake River Radio & TV Co. (BR-2593); WJCD Seymour, Ind., Dr. Azra C. Baker (BR-2368); KOLO Reno, Nev., Reno Bcstg. Co. (BR-1342); KPBM Carlsbad, N. Mex., Coronado Bcstg. Co. (BR-2490); KRTM Raton, N. Mex., Southwest Bcstrs. Inc. (BR-2304); WFMJ Youngstown, Ohio, The WFMJ Bcstg. Co. (BR-1010); KBUD Athens, Tex., The Henderson County Bcstg. Co. (BR-1977); KBWD Brownwood, Tex., Brown County Bcstg. Co. (BR-1132); KSUB Cedar City, Utah, Southern Utah Bcstg. Co. (BR-933); WKBH LaCrosse, Wis., WKBH Inc., (BR-610); WISC Madison, Wis., Radio Wis. Inc. (BR-2127); KRXK-FM Rexburg, Ida., The Snake River Radio & TV Co. (BRH-665).

Upcoming Events

July 27: NBC radio affiliates, organizational meeting, Drake Hotel, Chicago.
Aug. 3-14: Grant Advertising Inc., conference, Edgewater Beach, Chicago.
Aug. 3-21: Third Summer TV Workshop, Michigan State College, East Lansing.
Aug. 10-12: Board meeting, Radio Parts & Electronic Equipment Shows, Dixville Notch, N. H.
Aug. 19-21: Western Electronic Show and Convention (WESCON), Civic Auditorium, San Francisco.
Aug. 21-22: British Columbia Assn. of Broadcasters, convention, Malaspino Hotel, Nanaimo, B. C.
Sept. 1: Canadian Assn. of Broadcasters meeting, Jasper Park Lodge, Jasper, Alberta.
Sept. 1-3. International Sight & Sound Exposition and Audio Fair, Palmer House, Chicago.
Sept. 15-17: RTMA board meeting, Biltmore Hotel, New York.
Sept. 18-19: Dist. 7 meeting, AFA, Nashville, Tenn.
Sept. 21-23: Assn. of National Advertisers, Annual meeting, Hotel Drake, Chicago.
Oct. 1-8: National Newspaper Week.
Oct. 4-6: Dist. 10 meeting, AFA, Corpus Christi, Tex.
Oct. 9: Texas Assn. of Broadcasters, Baker Hotel, Mineral Wells.
Oct. 18-24: United Nations Week.
Oct. 23-24: Inter-City Women's Conference, AFA, Edgewater Beach Hotel, Chicago.
Oct. 29-30: Dist. 2, Ten Eyck Hotel, Albany, N. Y.
Nov. 4-5: Dist. 1, Somerset Hotel, Boston.
Oct. 31-Nov. 1: Board meeting, AWRT, Edgewater Beach Hotel, Chicago.
Nov. 17-19: RTMA board meeting, Palmer House, Chicago.

SPECIAL LISTING

(NARTB District Meetings)

Sept. 14-15: Dist. 17, Benjamin Franklin Hotel, Seattle.
Sept. 16-17: Dist. 15, Mark Hopkins Hotel, San Francisco.
Sept. 18-19: Dist. 16, Statler Hotel, Los Angeles.
Sept. 21-22: Dist. 14, Challenger Inn, Sun Valley, Idaho.
Sept. 23-24: Dist. 10, Roosevelt Hotel, Cedar Rapids, Iowa.
Sept. 25-26: Dist. 11, Radisson Hotel, Minneapolis.
Sept. 28-29: Dist. 9, Plankinton House, Milwaukee.
Sept. 30-Oct. 1: Dist. 8, Indianapolis.
Oct. 2-3: Dist. 7, Sinton Hotel, Cincinnati.
Oct. 12-13: Dist. 12, Lake Murray Lodge, Ardmore, Okla.
Oct. 14-15: Dist. 13, Adolphus Hotel, Dallas.
Oct. 16-17: Dist. 6, Buena Vista Hotel, Biloxi, Miss.
Oct. 19-20: Dist. 5, Henry Grady Hotel, Atlanta, Ga.
Oct. 21-22: Dist. 4, Grove Park Inn, Asheville, N. C.
Oct. 23-24: Dist. 3, Bellevue-Stratford Hotel, Philadelphia.

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editorials

Radio—An Indispensable Medium

THE RADIO survey commissioned by the 11 stations represented by the Henry I. Christal Co., detailed elsewhere in these pages, makes abundantly clear that what was true about radio's values in '33 and '43—or any other pre-TV year—is still true in '53 despite the ascendency of television in the meantime.

Radio is "an indispensable medium—important to advertisers because it is important to people." These words are taken from the opening lines of the "general findings" of the report, based on a survey conducted by Alfred Politz Research Inc. And it is important to note that the survey was conducted wholly in TV areas, so that it presents the picture of radio where radio's competition is greatest.

The report abounds in statistics. It calculates that 58,200,000 persons, or 95% of the adult population living in TV areas, have one or more home radio sets in working order; that 32% have two radios, and 23% have three to seven. Additionally, 31,800,000 (52%) have one or more radio-equipped cars. And the average person in radio's daily audience listens for "just under" three hours a day.

It is shown that radio adapts itself to busy schedules. Its flexibility is such that radio reaches a total of 65% of the adult population in a single, average day, from waking time to bedtime.

Impressive though they are, the statistics developed in the study are by no means the whole story. As the report notes, "The importance of this survey's findings is not in the figures themselves; it is in the evidence they provide on qualities of the medium which transcend the figures. That 33,800,000 people in television areas say they would turn to radio to verify a rumor of war may not in itself be important. As tangible evidence that people rely on radio to serve them it is an important addition to knowledge about radio."

The Christal stations are due generous commendation for initiating this study—a selfless project designed to serve all radio without special benefit to the sponsoring stations—and for making the results available to all.

The White (News) Paper

THE initiative and tenacity of Paul W. White, executive editor of KFMB-AM-TV San Diego, in broadcasting an editorial campaign that resulted in clearing a man wrongly accused of subversion are all too rare qualities and deserve both admiration and imitation.

But beyond the enterprise of Mr. White, we would remark that the incident again illustrates the power of radio. When used wisely, as in this case, radio can exert untold influence for good.

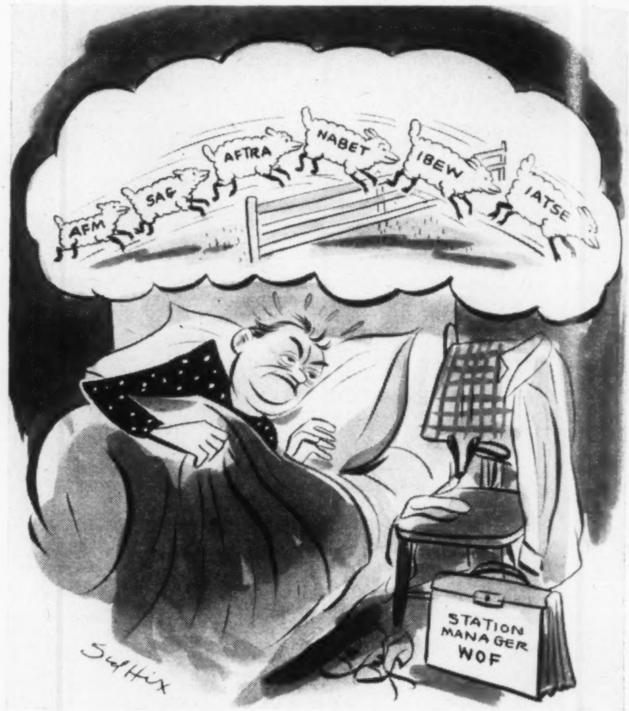
As a story in this publication reported a week ago, Mr. White took up the case of a San Diegan who had been denied a civilian job with the Navy because of alleged subversive activities that the Navy would never describe. After Mr. White broadcast a challenging editorial, the Navy re-investigated and found its earlier information was entirely erroneous.

It was an altogether commendable radio performance, and we daresay that it will do much to dissuade the Navy in San Diego from labelling anyone else a security risk, without adequate investigation. It is to be hoped that other stations, given equal opportunities to editorialize on matters of public interest, will be as quick to do so. In so doing, the station becomes as important editorially as the newspaper in the community. And its manager acquires the editorial stature of the newspaper's publisher.

Teaser Taboo Applies Both Ways

AFTER the appearance last week of a BROADCASTING • TELECASTING editorial urging revision of the FCC regulation that outlaws "teaser" advertising, which is widely published in space media, we were reminded that a section of the postal regulations places somewhat similar restrictions on publications using second-class mail.

The postal regulation states that advertising matter must be clearly labeled as such in any publication distributed by second-class mail. According to competent legal authority the restriction could be interpreted to exclude the kind of teaser copy that the FCC implies has no place on the air. Fortunately for them, however, newspapers have no FCC watching their every move. Postal authorities these days have other things to do beside flyspeck the users of second-class mail to see that they are conforming to every comma in the regulations.



In essence the postal regulation on this subject is not unlike the section of the Communications Act upon which the FCC bases its regulation. The difference arises only because radio and TV are directly regulated by a government agency and newspapers are not.

Obviously if some kind of equity is to be maintained in the competition between the space and time media—which was the original intention of Congress in modeling the sponsor identification section of the Communications Act after the similar section of the postal regulations—a revision of approach is necessary.

The ideal goal, of course, would be a modernization of both the postal regulation and the section of the Communications Act, to bring both up to date with contemporary advertising practices. Short of that, however, the FCC could modify its own regulation to let radio and television compete, in a practical way, with the printed media in carrying teaser copy.

Roll Call of the Broadcast-Baiters

THE avowed objective of the National Assn. for Better Radio and Television is what the organization's name implies and is, therefore, commendable. Few institutions, including radio and television, could not stand improvement.

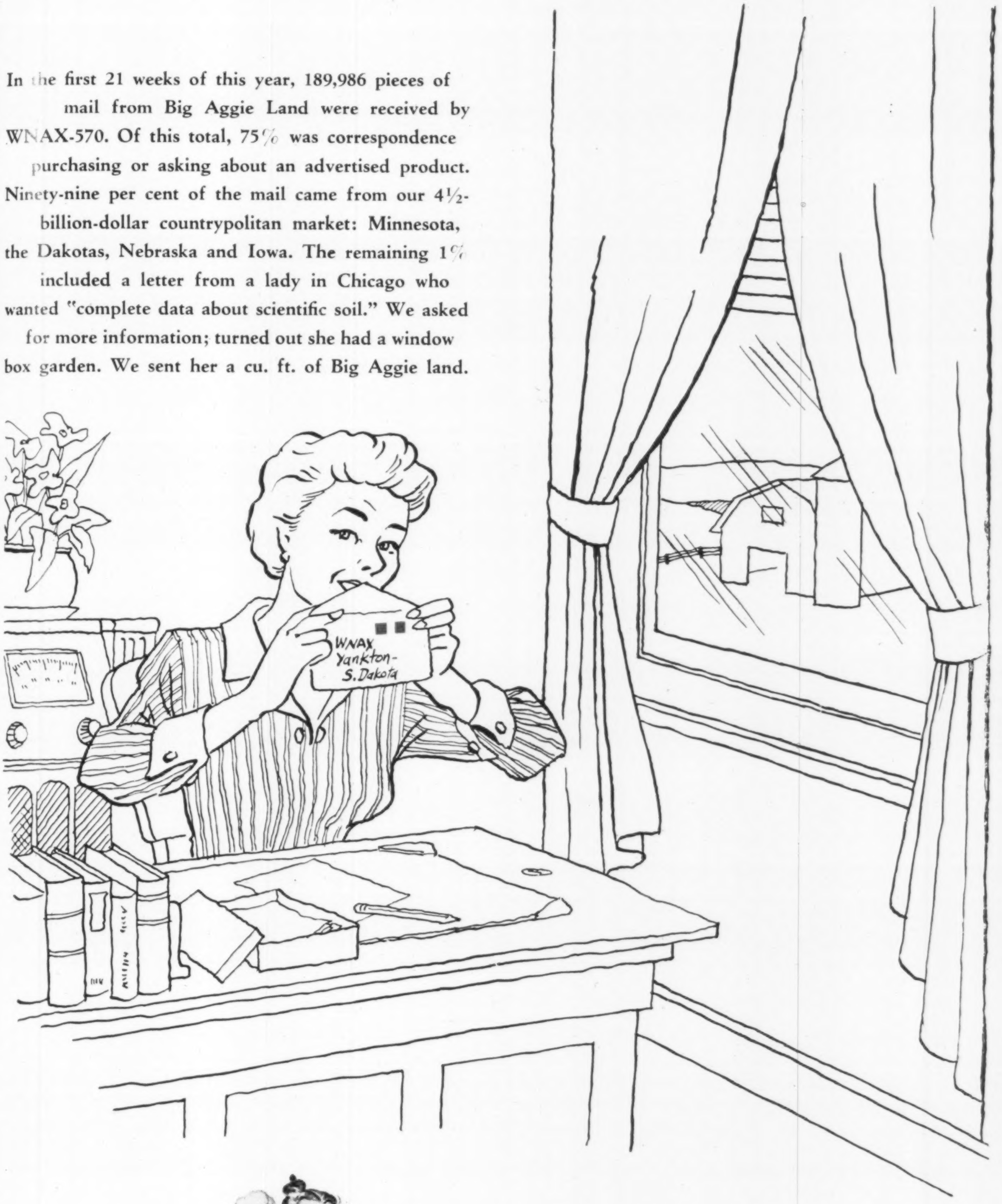
Unhappily, however, much of the work of the National Assn. for Better Radio and Television has been negative in nature. NAFBRAT (a wholly appropriate abbreviation) more often condemns than offers positive suggestions. It is the kind of organization whose members, otherwise unemployed, count the number of murders in mystery shows and send out releases crying carnage.

NAFBRAT has announced the election of four new directors and the re-election of 13 incumbents. The incumbents include such old standbys in the American-broadcasting-is-debasing school as Charles Siepmann, who denies he wrote the FCC Blue Book; Dallas Smythe, former left-wing staffer at the FCC; Robert D. Leigh, who wrote a book about the lack of freedom of expression on the air, and, but why go on.

There's a new name among the directors, however, and we think it deserves mention. It is that of Benedict Cottone, who resigned as general counsel of the FCC after the Republican administration took office. We had hoped that Mr. Cottone's transfer to private practice (which depends upon a clientele of—oh, shameful word—*commercial* broadcasters) would entitle him to be spared periodic flogging on our editorial page. It doesn't look now as though there had been a transformation. Welcome back, Ben.

A Lick and a Promise—to Pay

In the first 21 weeks of this year, 189,986 pieces of mail from Big Aggie Land were received by WNAX-570. Of this total, 75% was correspondence purchasing or asking about an advertised product. Ninety-nine per cent of the mail came from our 4½-billion-dollar countrypolitan market: Minnesota, the Dakotas, Nebraska and Iowa. The remaining 1% included a letter from a lady in Chicago who wanted "complete data about scientific soil." We asked for more information; turned out she had a window box garden. We sent her a cu. ft. of Big Aggie land.



WNAX-570

Yankton-Sioux City

A Cowles Station

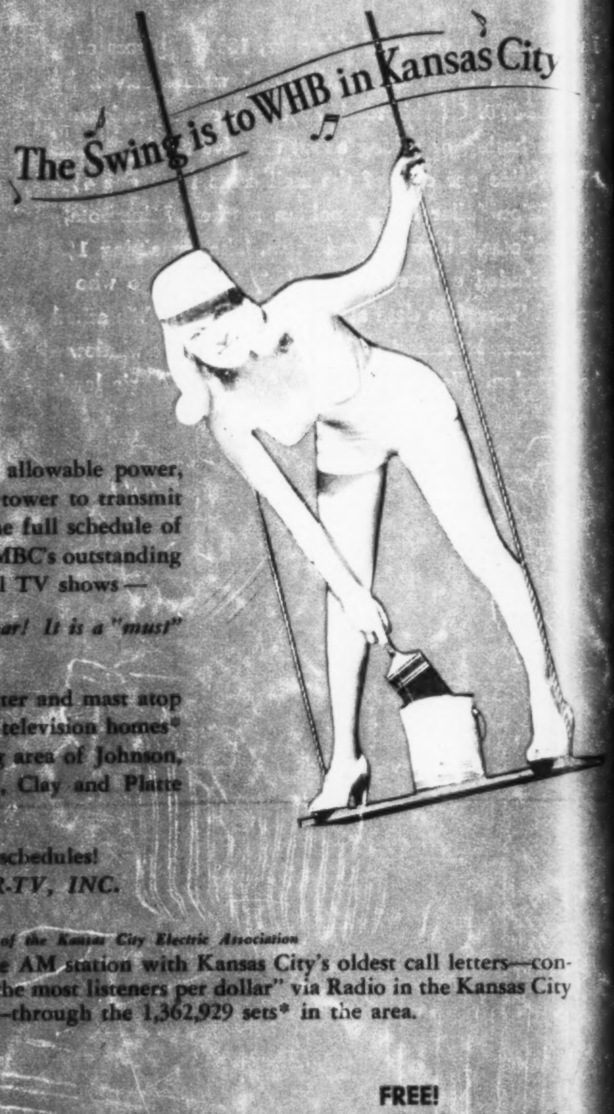
Represented by The Katz Agency

CBS Radio

WHB in Kansas City Swings to

CBS-TV

Sharing Time with KMBC on CHANNEL 9


The Swing is to WHB in Kansas City

WITH a jointly-owned transmitter . . . . using maximum allowable power, 316 kw visual, 158 kw aural . . . . with a thousand-foot tower to transmit from a height above average terrain of 1079 feet . . . . with the full schedule of Columbia Network TV programming . . . . plus WHB's and KMBC's outstanding AM Radio personalities, in bright, new, smartly-produced local TV shows—

Channel 9 in Kansas City is really something to see and hear! It is a "must" on every Television advertiser's national spot schedule!

Interim operation beginning in August is from a transmitter and mast atop Missouri's tallest office building, reaching most of the 298,633 television homes* in the Kansas City market—including the metropolitan trading area of Johnson, Leavenworth and Wyandotte counties in Kansas; and Jackson, Clay and Platte counties in Missouri.

In Kansas City, plan to use Channel 9 for your future TV schedules!
WHB-TV NATIONALLY REPRESENTED BY BLAIR-TV, INC.

And as always WHB

WHB Radio—the AM station with Kansas City's oldest call letters—continues to reach "the most listeners per dollar" via Radio in the Kansas City WHB*ig* Market—through the 1,362,929 sets* in the area.

- ★ Kansas City's Mutual Network outlet since 1936—17 years.
- ★ *Exclusive* play-by-play broadcasts, at home and away, by Larry Ray, of the Kansas City *Blues* baseball games (New York *Yankee's* No. 1 farm team), since 1950—4 years.
- ★ "Night Club of the Air" since 1951—3 years.
- ★ "Club 710" (mid-afternoon d.j. show featuring the "Top Twenty" records) since 1952—2 years.
- ★ Sandra Lea (women's program) since 1943—10 years.
- ★ WHB Newsbureau and Associated Press newscasts since 1936 (John Cameron Swayze was our first newscaster)—17 years.
- ★ "WHB Musical Clock" since 1931—22 years.
- ★ "WHB Neighborin' Time" (formerly the "Farmers' Hour") since 1922—31 years.
- ★ Represented nationally for Spot Radio by John Blair & Company since 1948—6 years.

WHB • KANSAS CITY'S OLDEST CALL LETTERS

1922-1953

FREE!
To advertisers and agency executives

DO YOU READ IT?
Swing, the 100-page pocket-size magazine published by WHB six times a year. Articles on marketing, advertising and research . . . excerpts from John Cros-by's Radio and Televi-sion Column . . . pic-tures, jokes, quizzes and cartoons. Sent free to time buyers, advertisers agencies, advertising and sales executives. Ask for copy on your letterhea

★ 10,000 WATTS IN KANSAS CITY

WHB

DON DAVIS
PRESIDENT

JOHN T. SCHILLING
GENERAL MANAGER

Represented by
JOHN BLAIR & CO.

MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

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*May, 1953 Statistics of the Kansas City Electric Association